



Klondike Gold Rush National Historical Park

Long-Range Interpretive Plan



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and
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INTRODUCTION AND BACKGROUND

Introduction

The Klondike Gold Rush National Historical Park, authorized by Congress (PL94-323) on June 30, 1976, consists of four units. The Seattle unit is located in the Pioneer Square Historic District in downtown Seattle, Washington. The Skagway, Chilkoot Trail, and White Pass Trail units, which are the subjects of this long-range interpretive plan, are located at the northern limit of navigation along the Inside Passage of southeast Alaska (see maps in Appendix B). Skagway, the only major community within the Alaska units, is about 110 road miles south of Whitehorse, Yukon Territory, Canada, 80 air miles north of Juneau, Alaska, 500 air miles southeast of Anchorage, and 900 air miles northwest of Seattle, Washington.

These National Park Service (NPS) units also are closely tied geographically and thematically to the Chilkoot Trail National Historic Site, British Columbia, the Dawson Historical Complex National Historic Site, Yukon Territory, and other Klondike Gold Rush units managed by Parks Canada. In fact, collectively these sites have been officially designated by Canada and the United States as the Klondike Gold Rush International Historical Park.

The Skagway unit consists of about 12 square city blocks within the town's historic district. The NPS owns eighteen historic buildings most of which have been restored and leased to private operators for commercial businesses. The remainder are used by the park for interpretation, offices, curatorial storage, or employee housing.

The Chilkoot Trail unit, including the site of the former town of Dyea,

is located about nine road miles west of Skagway, and contains about 9,670 acres. The Dyea area encompasses the tidal flats, remnant wharf pilings, the town site, Slide Cemetery, and Chilkoot Trailhead. A NPS campground, ranger station, and seasonal ranger residence are located adjacent to the site.

The Chilkoot Trail begins on the north edge of Dyea and extends 16.5 miles north in a narrow corridor following the east side of the Taiya River to the Canadian border. Most of the Chilkoot Trail corridor is owned by the State of Alaska and is managed by the NPS under a cooperative agreement.

The White Pass Trail unit starts seven miles northeast of Skagway and extends about five miles north to the Canadian border. This unit (3,320 acres) is undeveloped and contains portions of the historic Brackett Wagon Road, remnants of White Pass City, and segments of the White Pass Trail, also known as the Dead Horse Trail. Portions of this unit can be viewed from pull-outs along the Klondike Highway and from the White Pass & Yukon Route Railroad right-of-way. There are no developed trails within the unit.

Prior to the arrival of European and American explorers and settlers, the land and trails to the interior were the homeland of the Coastal and Inland Tlingit and Tagish of the greater Chilkoot area. Sites around what later became Skagway and Dyea may have served as fish camps and villages, while the Chilkoot Trail was used as a trade route to exchange goods with the people of the Alaska interior. White settlers and traders (such as William Moore) eventually became part of the scene before the discovery of gold.

Opposite page: Taiya Inlet

News of the Klondike gold strike in 1896 precipitated a stampede that would change the area forever. Through the summer and into the winter of 1897-98, stampedeers poured into the newly created tent and shack towns of Skagway and Dyea-the jumping off points for the 600-mile trek to the goldfields.

Today the NPS, Parks Canada, the Tlingit, other local and state agencies, and a growing number of public and private partners preserve valuable natural and cultural resources related to the gold rush and earlier times, and all are involved in relating tangible and intangible elements of the stories these resources contain.

Planning Background

In 1996 a General Management Plan (GMP) was completed for all four units of Klondike Gold Rush National Historical Park. The GMP made a number of proposals aimed at expanding and improving interpretive programs, media, and facilities. More specifically, the plan proposed involving members of the American Indian communities in planning and developing interpretive media and programs; improving interpretation at Dyea and along the Chilkoot Trail; improving contacts with cruise ship visitors; and, improving coordination among the park units and with Parks Canada.

A Long-Range Interpretive Plan (LRIP) was completed for the Seattle unit in October 2003. While most of the recommendations are specific to that unit, the plan did reaffirm the need to improve communication and coordination with the Alaska units and with Parks Canada.

The first interpretive plan for the Alaska units was an Interpretive Prospectus produced in 1976, the year of the park's authorization.

Another Interpretive Prospectus was developed in 1981. Since then, many changes have occurred in park facilities, resources, visitor use, resource knowledge, interpretive media, programs, and management issues. Historic restoration of park structures continues; new interpretive media have been developed; and, other media have become worn and dated. There also is the need to expand the education program and implement recommendations in the GMP.

This LRIP for Klondike Gold Rush National Historical Park (Alaska Units) is the first component of the park's Comprehensive Interpretive Plan (CIP), as outlined in National Park Service Director's Orders-6 (DO-6). Using the park purpose, and resource significance statements, plus the primary interpretive themes and visitor experience goals, this plan articulates a vision for the park's interpretive future, and recommends the media, facilities, and programs best suited for meeting visitor needs, achieving management goals, and telling the park stories. These foundation elements come directly from or are based on similar statements in the park GMP and Strategic Plan.

This plan is not an end in itself, but rather, it establishes the overall framework for the next phases of the process-program planning, and media planning, design, and production over the next 10+ years. Using the recommendations in this LRIP, the park will need to develop Annual Implementation Plans and an Interpretive Database to complete the remaining two components of the CIP as stated in DO-6.

Park Purpose

The purpose of Klondike Gold Rush National Historical Park is to:

- Preserve and interpret historic sites associated with the Klondike Gold Rush of 1897-98 and to allow public use that does not impair historic values.
- Preserve gold rush era artifacts, structures, and the historic setting of Skagway and the surrounding area representing the period 1887-1912.

The Park Purpose was first developed for the park's 2001 Strategic Plan. The second purpose statement was modified by the Long-Range Interpretive Planning Team during the workshop in the fall of 2004 in preparation of this plan. The original statement used the period 1896-1912. The team changed the dates of the period of representation to 1887-1912 in order to include the Moore Cabin in the period of significance. This period should not be interpreted to rule out inclusion of Native use of the area prior to the period of representation. Further discussion of this purpose statement needs to be included in future planning for the park.

Park Significance

The following statements describe the significance of the resources of Klondike Gold Rush National Historical Park:

- The park preserves the setting of the Klondike Gold Rush boom towns.
- The trails to the Yukon gold, along with many other associated sites and artifacts, are important cultural landscapes.
- Biological communities in the park at the head of the Lynn Canal are among the most diverse in Alaska.

- KLGO is the only NPS area authorized and established solely to commemorate an American gold rush.
- On August 15, 1998, the park joined with parks in the State of Washington and with Parks Canada in British Columbia and Yukon Territory to become Klondike Gold Rush International Historical Park. A provision for this designation was outlined in special legislation in the US and Canada and was formalized by proclamations issued by President Clinton and by Prime Minister Chrétien.
- The area has witnessed continuous human use since well before the gold rush, and has remained part of the Tlingit and Tagish homeland.
- KLGO commemorates a great human journey, one that produced enormous change throughout the Pacific Northwest and transformed popular images of the North.
- The park commemorates the economic, industrial, transportation, cultural, and environmental impacts generated by the Klondike Gold Rush.

The significance statements were first developed by park staff for the 2001 Strategic Plan and were modified slightly for this document by the LRIP planning team.

Primary Interpretive Themes

Primary interpretive themes are those ideas/concepts about Klondike Gold Rush National Historical Park that are key to helping visitors gain an understanding of the park's significance and resources. The themes, which are based on the park's mission, purpose, and resource significance,

Planning begins by understanding why a park was established

Significance statements describe the importance or distinctiveness of the resources of an area.

Primary themes should be few enough in number to provide focus for the interpretive program, but numerous enough to represent the full range of park significance. There are many ways to prepare interpretive themes, and there is little evidence that favors one technique over another.

provide the foundation for all interpretive media and programs in the park. The themes do not include everything that may be interpreted, but they do address those ideas that are critical to understanding and appreciating the park's importance. All interpretive efforts (through both personal and non-personal services) should relate to one or more of the themes, and each theme should be addressed by some part of the overall interpretive program. Effective interpretation is achieved when visitors are able to connect the concepts with the resources and derive something meaningful from their experience.

The following theme statements will provide the basis for interpretation at the park. The themes are prioritized based on the park purpose and significance. The first five themes meet the basic expectations of park visitors to learn about the compelling stories of the gold rush.

1. The park commemorates the struggles and accomplishments of all who participated in the Klondike Gold Rush.

Interpretation of this theme will help visitors better understand and appreciate:

- the different routes and modes of transportation used to reach the gold fields
- different motivations for participating in the rush
- choices made by people in selecting which trail to take, or to remain in town, etc.
- the diversity of people involved
- daily life in the gold camps
- how long it took to get to the gold fields
- death and disaster on the trails
- those who succeeded and those who failed
- the personal stories of those involved (many from diaries and letters)



To Chilkoot Summit

- where gold was actually discovered and the circumstances surrounding it
- what was here before the rush
- the challenges of getting from point to point along the various routes
- the need for a "ton of goods"
- that this was a huge media event
- the impacts of the development of the railroad
- the effect of the rush on the development of Seattle, Alaska, and the Yukon
- links among other sites throughout the region
- the economic condition of the nation on the eve of the gold rush

2. The story of the Klondike Gold Rush is revealed in thousands of historic artifacts, photographs, and archeological features that can be observed along the White Pass and Chilkoot trails and in association with historic buildings in Skagway.

Interpretation of this theme will help visitors better understand and appreciate:

- the extent and diversity of items discarded along the trails
- how artifacts and features help tell the story of every-day life during the gold rush-the stories of those who carried, used, lost or discarded these items are inherent/ascribed within the artifacts-the value of "real" items, authenticity
- items related to transportation and communication (i.e. tram, roads, dead horses, shoes, boats, telephone/telegraph lines, etc.)
- the many structures that represent various aspects of the vast support system for the gold rush
- the stories behind the gravesites and burials along the trail
- that things once considered junk now help us to better understand the past

- the work done by the NPS and others to record, restore, and preserve objects and structures related to the gold rush
- the importance of preserving these artifacts in place so that all who follow can capture tangible glimpses of the past, and the importance of the Archeological Resources Protection Act in helping to preserve these objects
- contributions made by the families and descendants of the stampeders
- that the photographic documentation of the gold rush illustrates the importance of the event

3. Human use and occupation of the area has influenced and has been influenced by the diversity of natural communities found within the Skagway and Taiya river valleys.

Interpretation of this theme will help visitors better understand and appreciate:

- Native peoples habitation and use of the area well before the gold rush
- how the stampeders reacted to an environment that most of them had never seen before
- the vast consumption of natural resources during the gold rush
- impacts of the fires caused by the stampeders and locomotives
- pollution resulting from many factors, including human waste—an issue that remains pertinent today
- human-caused changes to the Taiya and Skagway River systems
- the devastating avalanche on the Chilkoot Trail and other natural events that occurred during the stampede, including the Sheep Camp flood of 1897
- the significance of collections made by scientists during the gold rush
- reforestation of the area after the rush

4. The Klondike Gold Rush had lasting and far-reaching economic, social, and technological impacts.

Interpretation of this theme will help visitors better understand and appreciate:

- that modern technology involving land and water transportation, electricity, communications, etc. were used during the gold rush
- that the growth and settlement of Alaska and the Yukon was precipitated by this and subsequent gold rushes
- the issue of sovereignty and the location of the US/Canadian border
- the importance of the development of the railroad from Skagway
- the history of the development of towns and associated infrastructure that supported the rush
- the means of getting to Skagway from Seattle and Vancouver
- the importance and methods of keeping both land and sea routes open
- the development and expansion of communication systems (i.e. the telegraph to Dawson by the fall of 1901)
- the purchase and movement of supplies and provisions over long distances along with the risk of thievery or loss.

5. Alaskan Natives and First Nation people, who had long used the Skagway and Taiya river valleys as vital trade routes to the interior, were impacted by the gold rush, played important roles during the stampede, and remain an active and flourishing culture today.

Interpretation of this theme will help visitors better understand and appreciate:



Mascot Saloon



Skagway River

- the movement of some Tlingit and Tagish people from the coast to the interior and from the interior to the coast
 - the differences between Tlingit and EuroAmerican ideas of land ownership and stewardship-that concern over the use of the Chilkoot Trail has a great deal to do with ideas of responsibility and liability for the trail and those who use it
 - traditional uses of the area over time
 - that the glacial era either erased or buried evidence of earliest habitation of the area under water
 - the historic fight between the Sitka and Chilkat Tlingits over the right to pack goods commercially over the trail
 - the impacts of greatly increased contact with whites during the gold rush (i.e. racism, disease, language, clothing, intermarriage, and other clashes of cultural values)
 - the packing of goods for prospectors and expeditions going to the interior before the gold rush
 - the Tlingit role as packers in the early part of the rush, but that they were eventually pushed aside by others and by technology
 - the Tlingit role as longshoremen during the rush
 - the significance of Indian Town in Skagway
 - the ongoing relationship between Tlingit and Tagish communities in Skagway, Haines, Klukwan, and Carcross and their relations with the NPS and Parks Canada
 - post-gold rush era roles of Native people in the tourism industry
- 6. The Skagway and Taiya river valleys have been important corridors between the coast and the interior from prehistoric times into the present.**
- important trading routes before the gold rush
 - the difficulty of getting to the interior
 - the importance of ice-free corridors to the interior (free of glaciers)
 - direct routes to the Yukon
 - how geologic forces and processes helped determine access routes to the interior
 - the various means of transporting goods
 - use of the valleys as migration routes/corridors for wildlife
- 7. Extreme diversity in topography and climate from sea level to the summits of Chilkoot Pass and White Pass create dramatic variances in flora and fauna.**

Interpretation of this theme will help visitors better understand and appreciate:

- the area as a meeting place of Boreal, Coastal Rainforest, and Alpine ecological zones
- the ecological significance of the valleys' strong elevation gradients
- the diversity of marine and terrestrial species
- seasonal and daily weather extremes
- geohazards-dynamic natural processes that were hazards for the stampedeers and are still hazards to today's travelers-avalanches, glacial outburst floods, wild fires, landslides, etc.
- landscape dynamics and successional processes related to past and present glacial retreat and advance
- geological forces and processes that shaped the current topography
- that Lynn Canal is the longest fjord in North America-a fact that enables salt water to influence climate and habitats far inland
- the Skagway area's unique climate relative to the rest of SE Alaska,

and the ecological significance of the climate

- the effect of natural processes (decay, erosion) on gold rush era artifacts

8. The preservation and restoration of many gold rush era structures and artifacts are the result of continued partnerships with private, city, state, tribal, federal, and Canadian entities.

Interpretation of this theme will help visitors better understand and appreciate:

- reasons for the creation of the park
- the value of the lease-back program in preserving historic structures
- the nature and extent of the historic preservation program
- connections between the development of the tourist industry and the need for historic preservation
- the earlier idea of a Chilkoot National Park
- reasons for the creation of the international historical park
- the cooperative/partnership efforts among private, community, state, tribal, federal, and Canadian entities to preserve gold rush resources
- the importance of stewardship on many levels to preserve and interpret national and international treasures

Visitor Experience Goals

Visitors to KLGO will have opportunities to:

(A) Have a safe and satisfying visit by ensuring opportunities exist where they may:

- receive accurate and up-to-date information about the town and the park
- get information about the park before they arrive
- interact with park rangers (with core programming-- walks, talks

visitor center, and Mascot programs free of charge)

- be aware of the NPS presence here
- know what buildings/structures are park-owned
- discover that this is part of an international historical park
- recognize that many of the commercial activities they attend take place within the national park
- experience the historic scene
- find clean rest rooms
- get their questions answered
- have equal access to park resources
- learn about the National Park System and that KLGO is among 388 other NPS units

(B) Form intellectual and emotional connections with park resources and their meanings, which may occur when visitors:

- recognize the larger story of the Klondike Gold Rush and its international impacts
- learn something about one or more of the primary interpretive themes
- engage the park story through personal interests met via one or more interpretive themes
- participate in one or more activities from a diverse offering of accurate and engaging guided activities, including ranger-guided programs
- find interpretive messages presented through a variety of media and programs
- obtain educational materials to further explore the park story before, during, or following their visit
- hike the Chilkoot Trail
- explore Skagway and/or Dyea town site and know what they are seeing
- stay at the park campground
- explore on their own
- see wildlife



Chief Isaac (seated) & Chief Daanáakh (left)

“Visitor experience” is what people do, sense, feel, think, and learn; it includes knowledge, attitudes, behaviors, and values; it is affected by experiences prior to the visit and affects behavior after the visit.

- discover the partnership efforts to preserve Skagway's historic character
- see how the town has changed over time
- learn about park management issues and how they can help
- learn about current and on-going research in the park
- interact with park staff and other residents about living and working here
- experience solitude somewhere in the park
- gain a sense of stewardship regarding the continued protection and preservation of park resources and values

Chilkoot Trail National Historic Site, Parks Canada

Parks Canada (a major park partner) uses different methodologies to arrive at and present similar state-

ments of purpose, significance, themes, and visitor experience goals for their sites. The following excerpts from the Commemorative Integrity Statement for the Chilkoot Trail National Historic Site have relevance to this plan and to finding ways to further expand cooperative efforts across our borders.

Commemorative intent describes what is nationally significant about a site. The following statement describes the commemorative intent for the Chilkoot Trail National Historic Site:

"The Chilkoot Trail was designated a national historic site because of the role it played in the mass movement of people to the Yukon during the Klondike Gold Rush"

Another element of commemorative integrity is the message of national

Canadian border
Chilkoot Pass



historic significance which must be effectively communicated to the public. The message of National Historic Significance for the Chilkoot Trail National Historic Site is for people to understand:

"the role of the Chilkoot Trail in the mass movement of people into the Yukon during the Klondike gold rush of 1897-1900."

Integral to the understanding of the significance of the above message of national significance are the following:

- The character, importance and reasons for use of the Chilkoot Trail as a route between the coast and the interior.
- The border character of the Chilkoot Pass summit.
- The lifeways and perceptions of the historic place by diverse groups experiencing the Chilkoot Trail during the commemoration period.

The reasons for the Chilkoot Trail's national significance are effectively communicated to the public when:

- people understand the role of the Chilkoot Trail in the mass movement of people into the Yukon during the Klondike gold rush of 1897-1900.
- the geographic and historic relationship of the site to the various regional mountain passes and the northwest of North America is communicated to provide the wider context for understanding the significance of the site.
- the importance of the site as a whole is understood and interpretation both on site and off site is integrated and balanced.
- the character, importance, and use of the site as a link between the Pacific coast and the Yukon interior is presented.
- interpretation of the different cultural perspectives of the trail experience during the commemoration

period is integrated and balanced.

- interpretive media are diversified and balanced to ensure a meaningful experience for all site clients. Chilkoot Trail will be presented as a place to learn about a nationally significant part of Canada's past.
- the messages and the trail are presented with integrity. Conjectural information is acknowledged and original resources and contemporary services are distinguished.
- community support for and participation in events and activities at the site related to the messages of national significance are encouraged.

Other heritage values associated with the Chilkoot Trail relate to the evolution and character of the area's natural environment, its history and continuing use as a First Nation trade and travel route and homeland, the pre-rush use of the trail by prospectors exploring the Upper Yukon River basin, post gold rush recreational use, and a range of related values and linkages within which the Chilkoot Trail gains other values.

These other heritage values of the Chilkoot Trail are respected by all those whose decisions and actions affects the site when:

- the structure and function of the ecological zones are unimpaired by stresses induced by human activity that is likely to persist.
- site visitors understand how the changes evident in the natural environment help place the trail in a continuum of history.
- First Nation history, cultural values and resources related to the site are acknowledged and respected.
- First Nation traditions of active involvement in the site are continued.

Planning has moved beyond constructing an average profile and labeling him "the visitor."

- the community and site staff understand the importance of working together to improve the cultural experience of the site.
- the evolution of the site's use over time and its identity, including the development of recreational use of the trail corridor, are acknowledged.
- related cultural resources in adjacent properties are identified and movement to protect and present these resources is encouraged.
- the significance of the Chilkoot Trail as part of the larger system of national historic sites is communicated to the visitors.
- the thematic links of the Chilkoot Trail to other gold rush and aboriginal sites across Canada are explained.

Visitation and Visitor Use

The following information regarding park visitors and visitor use is derived from data maintained by the NPS Socio-Economic Services Division (WASO) in Denver, a 1998 visitor survey, the Skagway Convention and Visitors Bureau, the GMP, and discussions with park staff. It should be noted that Klondike Gold Rush National Historical Park is the most visited park in Alaska.

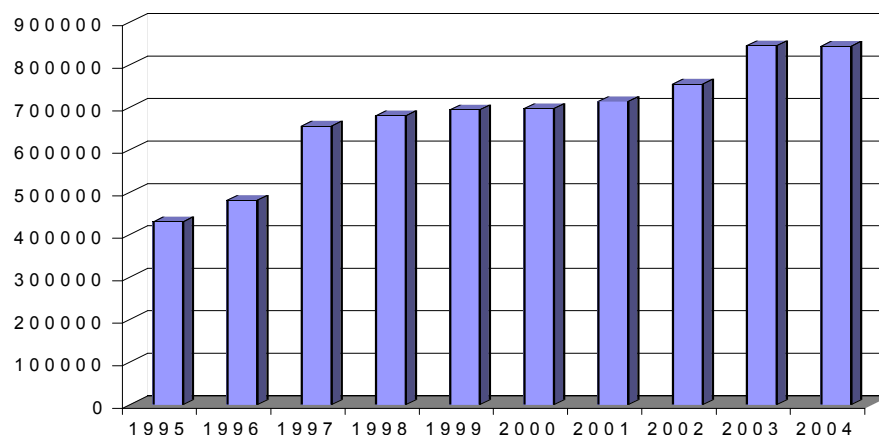
Table 1 shows the total number of recreation visits to Klondike Gold

Rush National Historical Park-Alaska over the last 10-years. The Skagway Convention and Visitors Bureau (SCVB) reported that 857,405 people visited the town in 2004, the highest count ever—a 9.72 percent increase over 2003. This is more than 13,000 additional people than reported by the park. The discrepancy is likely due to different counting procedures. The SCVB states that this increase came largely in the number of cruise ship passengers, which showed a 13 percent jump from 2003.

Other 2004 data from the SCVB shows that:

- the number of cruise ship passengers jumped from 639,742 in 2003 to 722,095 in 2004.
- the border station counted 77,837 arriving people in vehicles—a slight increase from 2003, but well below the 90,000 to 100,000 visitors in the late 1990s. (The report does not indicate how many of these were local people possibly going shopping in Whitehorse.)
- the White Pass & Yukon Route Railroad recorded 13,187 arriving passengers from its Fraser trains—up 122 over last year. Overall, the railroad carried a record 404,722 passengers, but most were tour passengers already counted in the cruise ship arrival total.

Table 1 **Total Annual Visitation**



- ferry traffic on the Alaska Marine Highway was 23,814, down 2.7 percent from 2003.
- the Haines-Skagway shuttle passenger vessels operated by Chilkat Cruises and Tours were down from 23,724 in 2003 to 15,069 in 2004.
- Air arrivals also were down from 6,340 in 2003 to 6,046 in 2004.
- Over 100,000 people stopped at the Skagway Visitor Center at A.B. Hall, and over 282,000 visited the park's visitor center.

Table 2 illustrates monthly visits for 2004.

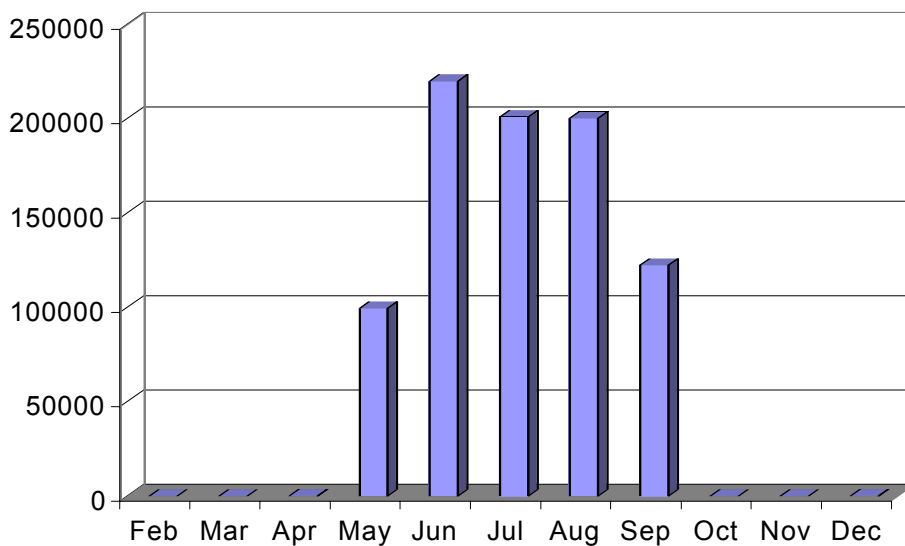
Visitation is closely tied to the cruise ship season. The visitor cen-

ber of people who enter the exhibit/museum space is not known.

- 238,001 visitors entered the Mascot Saloon. Visitors can enter this exhibit on their own or as part of a guided walking tour of the town.
- 24,994 visitors entered the Moore House. The vast majority of these visitors were on a guided tour that ended at the Moore House.
- 17,294 people attended a park-guided interpretive walking tour of the Skagway Historic District.
- 30,284 visitors viewed the park orientation film *Days of Adventure, Dreams of Gold* and 2,477 visitors viewed other films in

Table 2

Monthly Visitation 2004



ter and most other interpretive facilities are only open from early May through late September.

The park's 2004 Visitor Report lists the following statistics:

- 282,567 visitors used the visitor center. The visitor center actually has two main entrances—one to the information desk, bookstore, and theater areas, and a separate entrance to the main exhibit/museum area. The num-

ber of people who enter the

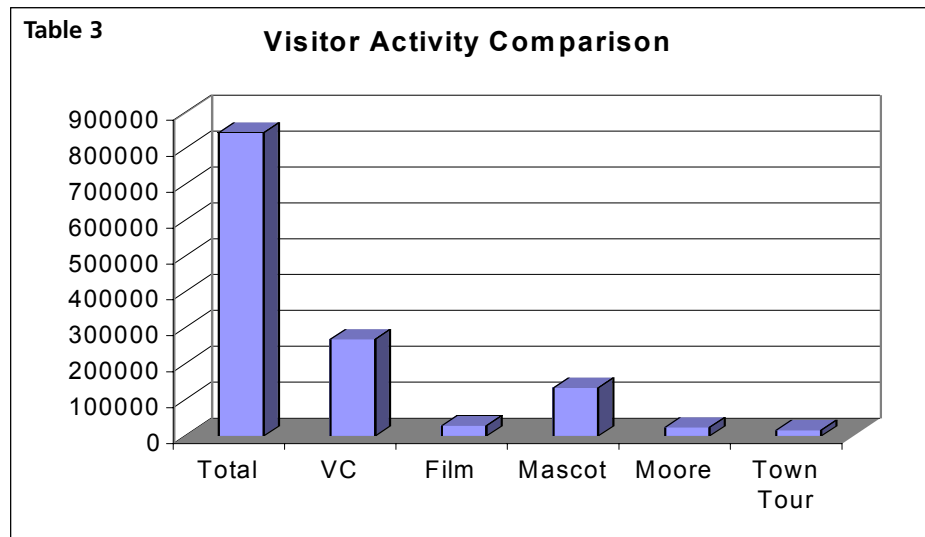
- 5,798 people attended live interpretive presentations in the auditorium.
- 1,069 visitors participated in ranger-led walking tours of the Dyea town site, and 76 visitors went on ranger-guided hikes of the lower portion of the Chilkoot Trail.
- 352 visitors in 9 "special groups," largely school groups, visited the park and participated in one or more activities.

- About 500 written, email, and telephone inquiries were answered by interpretive staff.
- The Chilkoot Trail Center issued 3,001 permits for overnight use of the trail. The trail also was used by 10,375 other visitors engaged in commercially permitted activities. The trail center received a total of 11,041 visitors.

Table 3 offers a visual comparison of some of the above data for 2003.

day at the park (most of these were probably cruise ship passengers), and 15% spent one to two days. Of those groups that spent less than a day in the park, 43% spent two to four hours.

- Visitors from foreign countries comprised 19% of total visitation, with 66% of international visitors from Canada and 9% from England. (The 2003 guest register on the front desk of the visitor center reported visitors from 13



The following is a summary of the results of a survey, titled Visitor Services Project Klondike Gold Rush National Historical Park, which was conducted during July 6-12, 1998. Survey results are relevant only for the time period in which they were conducted; however, since almost all park visitation occurs between May and September, most of the findings will likely apply throughout the visitor season. Analysis of the survey results showed that:

- Fifty-four percent of the visitor groups were family groups. Fifty-two percent of visitor groups were groups of two. Sixty-three percent of visitors were aged 46-70.
- Ninety-one percent of visitors were making their first visit to KLGO. Seventy-seven percent of the visitor groups spent less than a

Canadian provinces and 41 other countries. Visitors from all 50 states, plus Guam, Puerto Rico, U.S. Virgin Islands and Washington, D.C. also were listed.)

- The most common visitor activities were taking photographs (93%), visiting museums/information centers (89%), and shopping for souvenirs (85%).
- Fifty-three percent of visitor groups said they received no information about the park prior to their visit. Travel guide/tour books (23%), maps and brochures (13%), and ship personnel (11%) were the most used sources of information by visitor groups.
- Sixty percent of visitor groups traveled on cruise ships to get to and from the Skagway area. Smaller percentages of groups used RV's (14%), ferries (14%),

and cars (13%) to get to and from the Skagway area. By comparison, the 2004 figures reported by the SCVB show that 84% of visitors arrived on cruise ships, about 3% arrived on ferries, and 9% came via the road. This shows a significant change over a 7-year time span, and certainly reflects the growth of the cruise ship industry in Alaska.

- The most commonly visited sites in the park were the Klondike Gold Rush Visitor Center (86%), the Mascot Saloon (50%), the Trail Center (40%), the Gold Rush Cemetery (37%), and the Moore House (24%). Note: These percentages are greatly different from the 2004 figures which show that 32 % of the total visitation stopped at the visitor center, 16% entered the Mascot Saloon, 2.9% entered the Moore House, and only 1.3% went in the Trail Center.

The significant discrepancies between the 1998 and 2004 data may indicate the need for a new survey to verify changes over time.

Visitation and Visitor Use Conclusions

Although all indications are that the majority of visitation is by cruise ship passengers, the park cannot simply target that visitor group and exclude independent travelers, school groups, etc. Further research needs to be conducted to determine which audiences are not being reached, which audiences are being reached, and how many even fail to know the park exists at all.

Observations of staff seem to indicate a growing number of families traveling with school age children on cruise ships. This may indicate a growing need for interpretive opportunities targeting families. Population demographics in the U.S. also suggest an aging and increasingly diverse population of

travelers. This may indicate a need for more information, orientation, and interpretive materials accessible to non-English speakers and those with different physical and developmental needs.

Existing Conditions, Issues and Influences

The following is a summary description of the visitor experiences and conditions as they existed at the onset of this long-range interpretive planning process. This section is intended to identify baseline conditions and highlight key issues to help justify many of the plan's recommendations.

Outreach and Marketing

Many visitors, especially cruise ship passengers, receive little and/or inconsistent information about the park prior to their arrival. This fact was also reported by the 1998 visitor survey. There has been little communication between the NPS and the cruise ship companies or with the Northwest Cruise Ship Association, although a dialogue has begun between the NPS, Parks Canada, Holland America and other interested parties in the marketing of the "Klondike Trail" from Seattle to Dawson and beyond.

Prior to arrival, people learn something about Skagway, but not about the presence of a national park. Few people realize that the Seattle unit is part of the park, or that there are close connections with gold rush sites managed by Parks Canada.

The park has made contacts with local and regional schools, and some informal education programs have been developed. There is much potential to expand the education program and to integrate activities with other gold rush sites. Park staff members are active in many aspects of Skagway communi-

ty life, historic preservation, resource management, and tourism. Opportunities to expand and strengthen these connections need to be continually explored.

The park web site is very popular and provides a wealth of information to potential and virtual visitors. There is a need to expand the site to include more information about education opportunities, and provide stronger links to other gold rush sites.

Arrival

By vehicle, one may enter Skagway and the park either via the Klondike Highway and Broadway Avenue into the Skagway Historic District or via ferry from the south on the Alaska Marine Highway System. The Klondike Highway in Alaska contains six turnouts, with a total of seven NPS wayside exhibits and one private wayside exhibit on regional history. A PMIS project proposal for replacement of all these wayside exhibits has been submitted.

However, at this time there are no "gateway" or entry signs anywhere to the north of the park visitor center, nor have there ever been any.

The Juneau International Airport provides one entry point via local air services. At the airport in Juneau the NPS provided an introduction to KLGO through a brief interactive laserdisc/monitor presentation on Klondike Gold Rush NHP, Sitka

NHP, and Glacier Bay National Park until the fall of 2005 when the equipment was deemed a total failure. There are no plans to replace this outdated and malfunctioning exhibit.

The entrance for most (over 75%) visitors to the park is now from one of four docks either off a cruise ship or ferry boat. For those arriving by ferry, the ferry depot contains a series of large graphic panels of eight Skagway historic buildings and 13 large black and white historic photos associated with the gold rush. These give visitors a sense (but no details) of the gold rush story and historic downtown Skagway. Because of pre-cruise advertising and on-board advertisements and sales, many cruise ship visitors have already arranged activities for their one-day stay in Skagway. These pre-arranged activities include various commercial tours and trips on the White Pass and Yukon Route Railroad.

Over 70% of park visitors are unaware that they are entering a national park (Visitor Study Report, 1998), let alone Alaska's most-visited national park. As was first formally documented in the 1990 updated Interpretive Prospectus, "signing for the visitor center has been less than adequate." There is no American flag displayed at the park. In 1997 there were three signs in the downtown area identifying the park's

Cruise ships in harbor



existence—two on Broadway near 1st Avenue, and one on Congress Way east of the park. Today, offsite there is only a single small (13-3/4" x 54") sign on Broadway near 1st Avenue reading "Klondike Gold Rush National Historical Park" and "Skagway Historic District." As visitors walk from the docks into town along Broadway, the town's main street, this sign is lost amid a sea of much more attractive, conspicuous and larger signs. Many of the visitors who reach the park visitor center do not see or comprehend the park's identifying sign outside the Broadway entrance. On the 2nd Avenue side of the park buildings, there is no sign identifying the park, save for the gilded park name on a window of the Railroad Building.

As visitors move through Skagway and inadvertently the park, some are informed by their guides of the park's presence. Cruise passengers coming ashore who do not purchase commercial tours either walk or take a shuttle bus from the dock area into town. The park visitor center is the first building they encounter. Lack of any clear symbol of a United States government facility (such as a flag), or of prominent signs identifying a National Park Service office or the visitor center or museum buildings continually complicates the park's ability to connect with the visitor.

In 2001 and 2002 preliminary plans were made to construct a park "gateway" on the loading dock area to the south of the visitor center. This project was modified in 2004 to include two flagpoles and a way-side exhibit plaza adjacent to the Trail Center (for the United States and Canadian flags, because KLGO is an International Historical Park), a sign in a planter box bearing the park name, and a low planter box. At this time no schedule for implementation of the gateway has been

established, although a PMIS project statement is in the system.

During winter the first visible sign of the park to visitors southbound on Broadway is a "Closed" sign with the NPS arrowhead hanging in the entryway glass door of the Mascot Saloon. Here a number of aged and deteriorating photographic enlargements mounted on foam core are placed in windows. These images show park buildings and street scenes from a century ago. During the summer a seasonal exhibit of period liquor bottles is placed in the window.

Visitor Center

Located on the first floor of the restored White Pass and Yukon Route Depot at the corner of Broadway and Second Avenue, the KLGO Visitor Center is designed to provide visitors with the information they need to efficiently use their time in Skagway to learn about the gold rush and experience the ambiance of a historic "boom town." The visitor center is open daily from 8 a.m. to 6 p.m. from May through September, coinciding with the cruise ship calendar. A staffed information desk provides printed materials, orientation to the park through maps and personal services, and helps visitors with activity planning. Additional daily activity planning information is available through a "blackboard" display near the information desk. The visitor center lobby and bookstore are well designed and appear to meet most visitor and staff needs.

The visitor center auditorium seats 100 visitors. The auditorium is large enough to accommodate most visitor use. In addition to showing the park film, the space is used for a variety of live interpretive talks and other audiovisual presentations. The park film, *Days of Adventure, Dreams of Gold*, produced in 1973, is



Depot building past & present

dated and does not cover some of the important aspects of the primary interpretive themes. The film also does not provide information about the NPS and its role in developing and protecting the park. It is shown hourly, daily throughout the cruise ship season and shown by request in the conference room in the winter months.

Twice a day in the visitor center auditorium at 10 am and 3 pm rangers present interpretive programs. These programs are on a variety of topics based on the park's interpretive themes. A dedicated laptop computer and LCD projector are used for ranger presentations.

The visitor center has a few exhibits, including temporary exhibit cases done annually by the curator and photographic "murals" on the walls of the theater and ANHA sales space. These photographic enlargements are in poor and declining condition and await replacement.

A laserdisc audiovisual presentation is available in the part of the visitor center that was once the Depot Ticket Office. The visitor-activated 13-minute program orients visitors to the Chilkoot Trail. Unfortunately the program is a decade old, and was produced prior to the establishment of the Chilkoot Trail fee program and campground fees. The program does not contain bear safety messages. The room is small, accommodating no more than 6 or 7 people at a time, and outside lighting is intrusive. Hikers are required to obtain a permit from the trail center (across the street) and receive a mandatory orientation talk there. The park is currently working with a grant and matching funds to develop a new Chilkoot Trail Orientation program to replace this old one. It will include options to see a bear safety section, the orientation program, and it will be avail-

able in French. An update of the equipment to DVD format will be included.

The visitor center is closed for the winter season (end of Sept. through early May). The fall, winter, and early spring visitors (few though they may be) are served by the headquarters and museum building. The offices and museum exhibits are open from 8 a.m. to 5 p.m. weekdays through the off-season. Visitors may see the movie on video in the conference room upon request. Passports stamps are available at the administration desk. Groups can be accommodated in the off-season as the chief of interpretation and the visitor center supervisor are around to lead tours, show the movie, and provide orientation and information.

Walking Tours - Ranger-led walking tours of the Skagway Historic District are the park's most popular seasonal personal services program. The 45-minute tours begin at the visitor center at 9, 10, and 11 a.m. and at 2 and 3 p.m., and usually take visitors through a 4-block tour of downtown historic properties. The tours put the buildings in their historical context and describe their architectural features, and introduce visitors to some of the town's most well known historical figures and events. The tours are limited to 30 persons by agreement with the city because of the congestion downtown when the cruise ship visitors are in port and commercial tours and other vehicles block the streets. When demand is demonstrated and staffing permits, a second ranger leads a simultaneous tour on an alternative route. Numbers are maintained at 30 with the issuance of free tickets to only up to 30 persons for each tour on a first-come, first-served basis. Tickets are not issued prior to the day of the tour. Constant reminders to the group



Skagway walking tour

that they must have tickets to continue with the tour helps maintain the group size as well.

All walking tours originate in the lobby of the Visitor Center. Walking tours usually end at the Moore Homestead, with an introduction to Captain William Moore and his son Ben, their significance in Skagway history, and an invitation to come inside the Moore House to learn more about family life in this gold rush boomtown.

The park does not allow guided commercial tour groups to conduct presentations in park facilities, because of the congestion that occurs and the conflicts with other visitors in the facilities.

Alaska Natural History Association Bookstore

In 1996 the park entered into a cooperative agreement with the Alaska Natural History Association (ANHA) for operation of a sales outlet. The ~20' x 20' outlet is now located in the "lobby" inside from the original railroad loading platform, just outside the auditorium. Some rearrangement and removal of original exhibits was done to accommodate this sales area. A Scope of Sales exists but needs to be rewritten. Care must be taken to watch for undue competition with

nearby stores. There was a great deal of controversy within the community when the bookstore first opened.

Museum (Railroad Building)

Exhibits in the museum adjacent to the visitor center (Railroad Building) include displays of original artifacts, historic photos, a raised relief map model of the gold rush period trails through the Coast Mountains, historic accounts of travelers on the White Pass and Chilkoot Trails, and a life-sized exhibit of a stampeder with the "ton of goods" required of all entering Canada. Visitors experience these displays at their own pace and have opportunities to contemplate what life was like for those who participated in the Klondike Gold Rush. The *Ton of Goods* exhibit is probably the most popular interpretive exhibit in the park, and is frequently used by interpretive staff as part of their walking tours of the Skagway Historic District.

Seasonal exhibits are developed and displayed annually in both the "Ton of Goods" room of the museum and in the visitor center lobby. These displays often present other perspectives or contemporary reflections on the Klondike Gold Rush. The windows of the Railroad



Museum relief map

Buildings have been used from 2001 to 2005 to display tools, equipment, and objects from everyday life during the gold rush. The curator removed many of the objects from these windows in 2005 due to deterioration from sunlight. Displays in the windows have a great deal of potential to attract visitors into the museum. The museum is open daily from 8 a.m. to 6 p.m. from May through September, and on weekdays from 8 a.m. to 5 p.m. during the rest of the year. Rangers occasionally rove the museum area as time allows during the summer season.

The exhibit area is accessed through a separate entrance, and it is not known how many visitors discover it. The walking tours of the historic district begin in the exhibit area and some visitors may return after the tour. Generally, the exhibits are in good condition and address theme-related topics to help visitors make connections with the resources and their meanings. However, some exhibits do require updating, and rehab, and some topics are not adequately presented.

The Trail Center

Across the street from the visitor center is the trail center. Also known as the Martin Itjen House after an early owner, this small facility is managed by the park in cooperation with Parks Canada, as each agency manages one-half of the trail's 33-mile length. Here permits may be obtained as well as daily weather and trail condition reports, and presentations on bear safety. The trail center is open daily from 8 a.m. to 5 p.m. during June, July, August through mid-September.

The space functions well for this purpose, although the furnishings appear to have been cobbled together from various places. Those visitors receiving trail permits are asked to walk across the street to

view a video about hiking the trail. It is not known how many hikers actually do this.

In addition to hikers seeking permits, many other visitors wander in from curiosity. There is little to let people know about the building's history or its former owner.

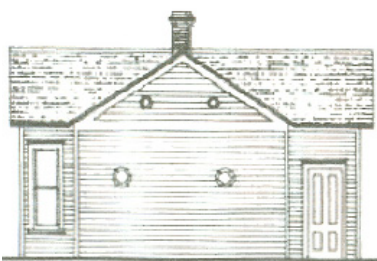
Mascot Saloon

The Mascot Saloon located at Broadway and 3rd Avenue is a popular stop on walking tours of the Skagway Historic District. The restored building has public restrooms and features a fully furnished barroom scene (circa 1912), complete with manikins in historic clothing. Wall exhibits depict people of Skagway and the glitz and glitter of the boomtown. An exhibit of archeological objects found under the Mascot Saloon during its renovation and an exhibit containing goods that were for sale during the gold rush complete the building's interpretive exhibits. Summer window exhibits display beer and liquor bottles of the time, although there is no labeling to identify to the passerby what the display is about or what the building actually is.

During the winter season the bottle display is removed from the windows and replaced with old photo murals of the town. These photos are old, worn, and have no interpretive labeling.

Since the historic furnishing plan was completed, a photograph of the actual saloon has been discovered. While the current furnishings are remarkably close to the photo, it does raise the issue of whether to amend the furnishing plan.

The Mascot Saloon is open daily from 8 a.m. to 6 p.m. from May through September. It is unstaffed except for periods of time, usually 9 a.m. to 12 noon, when a roving



Martin Itjen House

ranger is available. That ranger has the option of being in uniform or in period costume. The costumed interpretation works well for this roving duty as it invites participation and questions from those wandering through.

Static visitor counters comparing visitation at the visitor center and Mascot Saloon in 2000 and 2001 found that the unstaffed Mascot received 84% as much use as the visitor center. To help reach these visitors, a brochure rack was installed and is kept stocked with park publications. The Mascot Saloon is utilized by many interpreters during their walking tours of the Skagway Historic District. There is a SMART bus stop right in front of the building and the drivers frequently mention the clean restrooms and nice exhibit inside. There is some congestion when our guided walks coincide with busy SMART bus deliveries, but the rangers accommodate by managing their groups well.

Improvements to the recorded soundscape in the saloon are needed.

Moore House and Cabin

The Moore Cabin at 5th Avenue and Spring Street was constructed by

Skagway founder "Captain" William Moore and his son Ben over the course of several summers beginning in 1887. This homestead is significant partly because it is the locus of the Moore Homestead, the beginning of the White Pass Trail, and the oldest structure in Skagway. The Moore Cabin is closed to the public, but visitors can look through the windows.

The J. Bernard Moore House was built for the family of the son of Captain William Moore. Located adjacent to the Moore Cabin on Spring Street and 5th Avenue, the Moore House has been restored to depict the house as it was in 1904. The Late Victorian Period-furnished interior gives visitors an opportunity to experience a Skagway home from the post-Gold Rush era, and learn about family life of that time in Skagway. The historic furnishings in the Moore House are well done and no changes are proposed in this long-range interpretive plan.

Currently three wayside exhibits are in place: *The First Wave-1897-Organizing a Town*, *Trail of Dead Horses*, and *Before the Gold Rush*. The current orientation of one of the panels does not relate to the text



Mascot Saloon Exhibit



Moore Cabin (above)
Moore House (left)

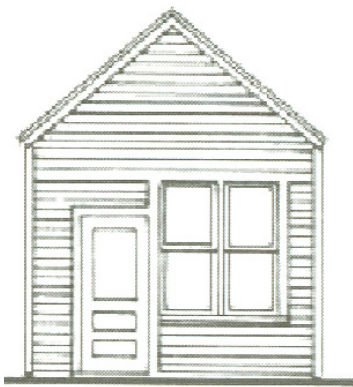
description, and the screening process applied to the waysides to make the photographs appear "historic" obscures the clarity of the originals. A series of four interpretive panels were developed as a product of the Cultural Landscape Report/Treatment Plan for the Moore Homestead. These exhibits are part of a larger plan that includes reconstruction of the outhouse, fencing, and kitchen garden components of the original homestead as it developed. The fencing and outhouse are currently in place with archaeological work being done on the gardens. The wayside exhibits produced under this plan were designed by the regional office staff and have not yet been installed. They should be evaluated for interpretive effectiveness once they are in place.

The Moore House is the terminus of most walking tours of the Skagway Historic District. It is open daily from 10 a.m. to 5 p.m. from May through September and interpretive staff stationed there provide personal tours and site information.

A donation box is now located at the Moore House, and it collects a good deal of money, sometimes more than the donation box at the visitor center. An experimental user fee was tried at the Moore House in the late 90s for a couple of years. Visitation diminished and the cost of collection far exceeded the take. The practice was discontinued in favor of a donation box.

Goldberg Cigar Store & Ice House

These two historic structures were acquired by the park and moved to a vacant lot near the Moore House. While it was common historically for buildings to be moved around Skagway, neither building ever sat at its current location.



Goldberg Cigar Store

The c. 1903 ice house is one of the last remaining in Skagway, and one of few remaining in Alaska. The cigar store has been restored on the exterior. Other than structural restoration, no interpretive use of these buildings has yet been proposed. Many of the walking tours include these structures as illustrations of the various stages of stabilization, restoration, renovation, and reuse.

Dyea

Although located 12 miles from the Skagway Visitor Center, the Dyea town site is visited by relatively few of Skagway's visitors. The park estimated 35,000 Dyea visitors in 2002, compared with 750,000 to Skagway. Most visitors arrive via commercial tours or private vehicles. About 3,000 visitors to Dyea hike the entire Chilkoot Trail annually, while most choose to sightsee or to participate in commercial recreation activities such as horseback tours, hiking, bicycling, rafting, and/or a short hike on the beginning of the Chilkoot Trail. Most of these tours are recreational in nature, and people often do not realize the historic significance of the site.

The Dyea area includes a small National Park Service ranger station and a 22-site, primitive campground located mainly on State of Alaska property. Day-use visitors come via taxi, tour shuttle, or bus from Skagway. The historic Dyea town site is in mixed land ownership with significant cultural and natural resources in state, city and private ownership. Visitors travel between NPS and city managed lands unaware they are crossing jurisdictions. High quality visitor experience depends on collaboration to protect and interpret these resources.

A tangle of trails lead visitors through the site (now mostly over-

grown) and wayside exhibits interpret some of the features. In some cases the waysides are located where a historic photo was taken, and in one instance a remnant wall of an original structure has been preserved to help visitors make connections between the photograph and the landscape. Since little is left of the town of Dyea, it is very difficult for the unescorted visitor to even picture a town here. Trails are overgrown and it looks like a lovely forest has been there all along.

Ten wayside exhibits are scattered throughout the area, some in the town site-*Taiya Estuary, Exploring Dyea*, a three-sided kiosk across the Dyea Road from the Chilkoot Trail trailhead provides trail information, *What Dyea Has to Offer, The Pullen Barn, Dyea-Disappearing Town, Historic Litter, Slide Cemetery, Dyea Wharf*, and *Vining and Wilkes Warehouse*. Unfortunately, when these exhibits were produced, a screening process was applied to make the photographs appear "more historic." This obscures the outstanding clarity of the images and detracts from their visual aesthetic and effectiveness.

The Cultural Landscape Treatment Recommendations for the Dyea town site will suggest on-the-ground management actions such as traffic configuration, picnic area location and design, and trail suggestions for the original street grid. These recommendations from the Alaska Regional Office should be available soon.

Isostatic rebound has changed the historic landscape, especially with regard to the shoreline, making it an interpretive challenge for visitors to make some connections. The Dyea town site is experiencing vegetative succession from a meadow to woodland, while the open tidal meadow that used to be at the town site has moved to the south, provid-

ing an exciting opportunity to link the impact of natural processes, such as isostatic rebound, to the transitions experienced by a gold rush boom town gone bust. A human-caused fire in 1998 on the hillside above the Dyea Road provides opportunities to interpret the role of fire in the ecosystem and the succession of local plant communities.

Daily from June through late August a park ranger leads visitors on a 1-1/2 hour town site tour. Visitors are provided with a brochure of the town site and several of the principal ruins are identified. A much-expanded *Dyea Town site Self Guiding Tour* is in the planning process.

Chilkoot Trail

This internationally-famous 33 mile trail begins at the north edge of Dyea. Sixteen and one-half miles of the trail (from Dyea to Chilkoot Pass) are in the United States, the remaining sixteen and one-half miles in British Columbia, Canada. The Chilkoot Trail is not on NPS land, but is managed by the NPS under a 1977 Memorandum of Understanding with the State of Alaska Department of Natural Resources. This may soon change as a land exchange is in the works.

A large sign on the Dyea Road identifies the Chilkoot trailhead. Across the road from the sign are a unisex toilet facility and an informational kiosk. In the United States portion of the trail corridor there are four camping areas: Finnegan's Point, Canyon City, Pleasant Camp, and Sheep Camp. Both Canyon City and Sheep Camp have cabin/warming huts. A backcountry ranger station at Sheep Camp provides hikers with information about hiking, camping, safety, trail history, trail/weather conditions, and preservation of cultural resources. In the evening at



False front building,
Dyea

Chilkoot trailhead sign



Sheep Camp, rangers provide campers with an hour-long presentation on a variety of topics. There is potential for interpretive media at the warming shelters and bulletin boards. Reference materials could also be provided for hikers to look up flowers, berries, birds, etc.

NPS interpreters have offered a few conducted interpretive hikes on the lower portion of the trail on an experimental basis, but there was too much competition for space along the trail with commercial groups, and attendance was unpredictable.

For most hikers, wayside exhibits and *A Hiker's Guide to the Chilkoot Trail* provide the bulk of the interpretive experience. Dispersed along the United States' portion of the trail are a Trail Registry with photographs and 10 wayside exhibits that interpret the gold rush of 1897-98. These wayside exhibits include *Finnegan's Point, Canyon City, Aerial Tramway, Frozen Highway, Pleasant Camp, Sheep Camp, Tram Tower, The Scales, Golden Stairs, and The Summit-"A Ton of Goods."* Unfortunately, when these exhibits were produced, a screening process was applied to make the photographs appear "more historic." This obscures the outstanding clarity of the images and detracts from their visual aesthetic and effectiveness.

Other interpretive wayside exhibits are in place along the Canadian side of the trail. A PMIS Project Proposal has been submitted to replace all of the U.S. exhibits.

Approximately 3,000 hikers travel the entire length of the Chilkoot Trail annually between June and September, with most hikers taking three to five days to complete the challenging trek. Day use of the trail has increased dramatically, largely as a result of short hikes on the initial segment of the trail by visitors on commercial tours who want to claim that "I Hiked the Chilkoot Trail." Many of these day hikers then float down the Taiya River with commercial trips.

Many visitors want to know if they can see the pass without hiking the trail; however, no part of Chilkoot Pass can be seen from any vantage point along a road.

White Pass Trail

The White Pass Trail begins in Skagway and extends to the Canadian border and on to Lake Lindeman. It is not maintained, and is essentially nonexistent. Portions of the park's White Pass Trail unit, including sections of the historic Brackett Wagon Road and remnants of White Pass City, can be viewed from pullouts along the Klondike Highway and from the White Pass &

Yukon Route Railroad right-of-way. There are no developed trails within the unit.

This section of the park is interpreted through seven wayside exhibits along the Klondike Highway, which parallels most of the trail. These wayside exhibits cover the topics of the White Pass and Yukon Route Railroad, the Brackett Wagon Road, The Dead Horse Trail, White Pass City, the Klondike Highway, the use of both White Pass and Chilkoot Pass as Migration Corridors for both people and animals, and the International Boundary.

No plans currently exist to open the White Pass Trail or White Pass City for recreational use, although this may change when studies and inventories are completed and a management presence is established. A Historic Resource Study (HRS) has been completed for the White Pass Trail and White Pass City, but does not contain detailed management guidance for the area.

Visitors on the White Pass & Yukon Route Railroad tour (which includes many of the cruise ship passengers) pass through this unit, but often do not know that it is part of the national historical park.

Wayside Exhibits

Wayside exhibits in the park represent a multitude of design styles and conditions. For some, the panels were designed to reflect the 1890s; however, the graphics (mostly historic photos) were purposely made fuzzy. The fuzziness ruins the quality of the images and thus diminishes the overall impact of the exhibits.

Some waysides do an excellent job of captioning the landscape, while others, such as those near the Moore House, make no connection with visible resources at all. None of the wayside exhibits conform to the

NPS graphic identity standards, provide accurate orientation information, or convey adequate safety or resource management messages. Wayside exhibits produced by the town and by Parks Canada are of separate designs, and raise the issue of the need to present a unified look. Parks Canada is required to present all interpretive messages in English and French. This will need to be a design consideration, especially for waysides on the Chilkoot Trail.

Two new wayside exhibits have just been placed on the Dyea Road in the Department of Transportation right-of-way. They interpret the Taiya Inlet from the Tlingit perspective as well as the gold rush era perspective. They fully incorporate the NPS graphic identity standards. Five other waysides exhibits are being planned, funded by BIA and designed mostly by the NPS and Skagway Traditional Council. These waysides will be placed throughout Dyea with one in downtown Skagway. They will tell Tlingit perspective on place names, cemetery, and Chilkoot Trail.

Leased Buildings in Skagway - The National Park Service owns several buildings in Skagway that are leased to business with the proceeds going toward building upkeep and renovation. Most of these buildings are closed for the winter season and the business owners take everything out of the window spaces. This space is not currently utilized and could possibly be used to house displays for winter visitors (many from Whitehorse during the holiday season). There may also be potential for interpretive exhibits in these buildings year-round.

Personal Services

The park offers a variety of personal services interpretive programs throughout the year as mentioned in many of these sections. A sched-



Wayside exhibit at Dyea

Table 4 **Personal Services During Summer of 2005**

Historic District Walking Tour	Daily	9,10,11,2,3	45 -60 minutes
Ranger Talks	Daily	10 and 3	30-45 minutes
Dyea Walk	Daily	2 p.m. with additional ones at 10 on Fri/Sat/Sun	1.5 hours
Movie Introduction	Hourly with each showing of movie	8,9,11,12,1,2,4,5	10-15 minutes
Mascot Rove	Mon-Thurs	9-12	3 hours
Moore House Rove	Daily	10-5	Available all day
Special Speakers	Twice Monthly	7 p.m. generally	1 hour or so

ule of summer programs for 2005 is shown in Table 4. The programs are theme-related, and most are well attended and well received by visitors and residents.

Any proposed expansion of the interpretive program needs to consider the value of personal services activities as part of the mix. This is especially true with enhancements to the interpretive program at the Mascot Saloon and the Moore House.

Most of the participation in the ranger-led programs is by cruise ship and independent travelers. Locals will sometimes attend early and late in the season as they find time. We also get some of the local guides using our programs as training in the early part of the season. Local attendance is greatest at special speakers programs. Speakers have included visiting archaeologists, historians, glaciologists, geologists, park staff with expertise in birds, bears, etc. and two locals, Buckwheat Donahue (Robert Service recitations) and Jeff Brady (Stroller White readings).

Special events the park participates in are the annual 4th of July parade (NPS float) and the Yuletide Weekend. For Yuletide the NPS hosts an open house at either the Mascot or the visitor center, and we show a holiday movie in the visitor center auditorium. Windows of the

Mascot Saloon, Moore House, visitor center and headquarters are decorated with lights, as is the custom in Skagway for all businesses open during the holidays. Other events in which the NPS is asked to donate or participate in smaller scale are Flag Day, Klondike Road Relay, Buckwheat Ski Classic, and Spring Stroll.

Publications

The park has produced many free documents since its inception. In the last six years KLGO has more than doubled the number of available popular park publications, producing more than 15 since 1997, and now provides the following free publications:

Park brochure - This is the Unigrid brochure done by Harpers Ferry Center that covers equally the Skagway and Seattle units. Unfortunately, the 1997 park brochure is visually confusing, difficult to read, and not well received by visitors. It also lacks a good map of the routes to the Klondike, and does not clearly describe the park itself. When that brochure was produced, a primary objective was to reduce printing costs by combining both parks into a single document. Unfortunately, in the process both parks lost much of their identity, and the brochure lost effectiveness in both Seattle and Skagway.

The park is currently on the list for redesign of the Unigrid, with the plan being to make two separate but similar publications for KLGO and KLSE. The gold rush story and timeline, and references to the international historical park will be the same for both parks, but the other side of the brochure will contain separate and unique maps and details for each park.

This will be published in a new smaller fold out format.
Park Activity Flyer and map (updated annually)-Provides visitors with a schedule of park ranger-led activities and movies as well as a map of Skagway
Translations of park materials into French, German, Japanese and Spanish
Junior Ranger (to age 8)
Junior Ranger (over age 9)
Moore House Flyer
Geology, Glaciers and Gold
Gold Rush Buildings in Skagway Restored by the National Park Service
The Stampeder Visitor Guide-discontinued in 2004 and 2005 due to cost and layout/design concerns, this publication was designed and printed through ANHA with Aid to NPS funds and supplemented with ONPS funds to make it possible
Dyea Town site Tour Flyer
Wild Klondike
Walking Tour tickets

Particularly noteworthy materials developed by the park include the "Klondike Stampeder Kit" for schools, *An Educator's Guide to America's "last grand adventure"*, and the *Teaching With Historic Places Field Trip-Skagway: Gateway to the Klondike*. These materials are aging rapidly and are not tied to current Alaska State Educational Standards.

Through ANHA, the park also makes available a range of non-NPS

materials on the area's resources, activities and opportunities. The park has contributed text, editorial assistance and developmental support for many for-sale products, including two map/guides to the Chilkoot Trail and a park handbook that is underway at this time and expected for publication in the spring of 2006.

Partnerships

At the current time the park has many partnerships, some formal, many informal, with other agencies, organizations and individuals. Those involving interpretation include:

Parks Canada (Trail Center and the Chilkoot Trail)
Seattle Unit of Klondike Gold Rush National Historical Park
Skagway Traditional Council (Tlingit)
City of Skagway
Skagway Fine Arts Council (support for special speakers and now defunct artists in residence)
Alaska Natural History Association (educational and community support for the park)
Skagway City School (financial support and educational activities, including National History Day)
US Forest Service (training)
State of Alaska (Chilkoot Trail)

Cooperating partner ANHA sells books, maps, guides, videos, compact discs, trinkets, clothing and other items. A park handbook is now under development with ANHA, and is expected for release in 2006.

Outreach and Education Programs

Offsite programs are presented to requesting groups as time and funding allow. Many opportunities exist to link the park to local and regional schools and other educational institutions. Field trips from Juneau,

Auke Bay, Haines, Klukwan, Sitka and Whitehorse have all asked for ranger-led trips, and the park has accommodated them with existing staff.

The Alaska State Educational Standards clearly delineate ties to the themes of the park. Under the History section of the standards four expectations are listed:

- A) A student should understand that history is a record of human experiences that links the past to the present and the future.
- B) A student should understand historical themes through factual knowledge of time, places, ideas, institutions, cultures, people and events.
- C) A student should develop the skills and processes of historical inquiry.
- D) A student should be able to integrate historical knowledge with historical skill to effectively participate as a citizen and as a lifelong learner.

Each grade is to some extent exposed to history as part of the curriculum.

In addition, Alaska schools have started to participate in National History Day.

Ironically, many of the requests from the local school have more to do with outings on the Chilkoot Trail, government jobs, survival skills, and natural history than gold rush themes.

The park web site offers two Teaching with Historic Places lesson plans: *Skagway-Gateway to the Klondike*, and *Gold Fever! Seattle Outfits the Klondike Gold Rush*. Links to two other programs are also provided: *Alaska's Gold*-developed by the Alaska Rich Mining Project Committee and *The*

Klondike Gold Rush Curriculum Materials for the History of the Pacific Northwest in the Washington Public Schools.

In addition Vivian Meyer, an educator in the Skagway City School and a member of this planning team, has developed a gold rush unit for students as part of her Master's degree program.

The park, however, does not have a full-time education specialist on staff. This limits the extent to which the education program can develop and meet the growing needs of teachers and students locally and throughout Alaska. It also limits the extent to which the park can partner with education programs in Canada and Seattle.

Website

The park maintains a website with many links at www.nps.gov/klgo. Here visitors can get information about the park, park activities, and the Klondike Gold Rush story before they visit the park. The website has maps of Alaska, the Chilkoot-White Pass Area, Skagway Historic District, and the Dyea town site. In addition to the maps, other trip planning tools include: current activity schedules, campground information, Chilkoot Trail conditions and precautions, recommended backpacking equipment, other local trails, and other tour and hiking information. The website also provides a selection of interpretive features about the gold rush, the natural history of the Skagway area, and the preservation mission of the park.

Two very interesting features are the link to genealogy sites where visitors can track relatives who were part of the Klondike Gold Rush and an education page that has a lesson plan for using the historic structures in Skagway as part of a strategy to

enrich students' learning of history. The park is currently migrating this website to the new NPS Common Spot system.

Issues

- The walking tours are limited by the agreement with the city and we are vulnerable to the whims of city government as to whether we can even continue to provide this service. Thus far the city has grandfathered us in since they put a moratorium on the number of walking tours using Broadway. We are limited to 30 people at present, but that number could change as the city sees fit. A more permanent agreement needs to be negotiated.
- The Historic District Commission has approval authority over signs and developments in the historic district of Skagway. This slows things down a bit but is overall a good thing for the town in keeping "the look" of the gold rush.
- Incidental Business Permit holders operating in the park, particularly Dyea, are under no obligation to provide factual or interpretive tours. This results in some questionable information being presented about the history and management of the park. Training is offered each spring to the permit holders, but few take advantage of interpretive training. Interest is growing in the local guide community though, and hopefully more of the IBP holders will want to participate.
- Cruise ships make money from shore excursions sold on board. There is no incentive for them to provide information about NPS services. As a result, most of their passengers are surprised to see a visitor center, rangers, free programs and a park!
- Lack of an education specialist has limited the ability of the division to develop outreach and education programs.
- Many organized tours would like special programming, but they seldom plan ahead enough to arrange for these activities. This includes bus tours and international travel groups on the ferries. Elderhostel seldom comes in summer and the winter ferry schedule limits their time here and forces odd hours of visitation.
- Exhibits are technically under the wing of the curator, not the chief of interpretation. Cooperation is excellent, but perhaps it would be beneficial to separate the idea of exhibits from the idea of objects in exhibits. This would enable a more collaborative approach to exhibit text and design, and it would help exhibit project funding requests to compete on a regional and national level. Under this approach, each profession offers its expertise, but exhibits are managed by the chief of interpretation.



Native packers

RECOMMENDATIONS

Recommendations should constitute the most effective means of achieving desired outcomes.

The following is a description of program and media recommendations designed to further define, support, and communicate the park's mission, purpose, resource significance, interpretive themes, and visitor experience goals. Implementation of these recommendations will help ensure that visitors are well prepared and informed, and that they will be able to develop meaningful connections with tangible and intangible resources.

The discussion of each program or media proposal identifies its purpose, special considerations, and sometimes suggests specific means of presentation. It is important to remember that the latter are only suggestions and should not in any way limit the creativity essential during the media and program planning and design processes. On the other hand, proposals will be specific enough to provide meaningful guidance, develop Class C cost estimates, prepare PMIS submissions, and define the parameters within which these creative energies can flow.

More than one of the primary interpretive themes makes direct reference to the Tlingit and other First Nation people and their long and continuing associations with the land. It is essential that the park maintain a dialogue and active participation with tribal leaders regarding the planning, design, and production of theme-related media and programs.

Outreach and Marketing

Improving communications and expanding partnership opportunities with cruise ship companies and their affiliates has been an interest and concern for KLGO and other national park units in Alaska for a

number of years. Cruise ship passengers represent a huge segment of Alaska's tourism, and to date there has been only limited success in ensuring that these visitors are well informed about the national parks they will visit on their cruise.

Through workshop discussions and related correspondence, a number of potential recommendations were developed. These should be considered as topics for further consideration, not as absolute proposals.

- The planning team felt strongly that success in this area will require Regional Office coordination with active involvement of individual parks, including the KLGO Seattle unit and possibly Parks Canada. On the cruise ship side, success will require coordination through the Northwest Cruiseship Association, Cruise West, and the Alaska Travel Industry Association (ATIA), with active involvement of individual cruise ship companies.
- Meetings with Holland America, Parks Canada, and Klondike Seattle as well as interested Skagway leaders should continue with the goal of developing and marketing the "Klondike Trail" idea, emphasizing the International Historical Park.
- Work with individual tour directors to provide park familiarization tours for appropriate staff on the first port of call in the spring.
- Offer information/training packages to cruise ship staff, possibly through the Internet, with downloadable materials that can be used prior to each NPS port of call.
- Develop and/or assist in the development of short audiovisual productions (probably in DVD format) about each national park area included on a cruise. The



Cruise ships at Skagway

programs would be shown on ship TV and viewed by passengers in their rooms or at special programs which prepare folks for their next stop. Each cruise ship could select the segments tailored to their next port of call.

- Provide electronic data about individual park visits and activities to the cruise ships for use in their daily passenger newsletters.
- Work with cruise ship companies and their affiliates to provide official park brochures to passengers prior to their visit. This will likely require some cost sharing to print the number of brochures necessary. Brochure distribution could be coordinated through the Northwest Cruiseship Association Cruise West, and/or ATIA.
- Provide uniformed NPS and Parks Canada interpreters in Seattle and Vancouver at the cruise ship docks or in ship lobbies (prior to departure) to provide information on NPS and Parks Canada sites included on the cruise.
- Continue to work toward a presence of rangers on cruise ships in port in Skagway, particularly contacting disembarking passengers early in the day.
- Encourage cruise lines and their affiliates to establish web links to NPS sites.
- Develop or assist in the development of portable/changeable exhibits for use on cruise ships.

The exhibits would be kept on-board and set up by ship personnel prior to the next port of call. The exhibits would introduce the next NPS site, show some of the significant resources, describe things to see and do, and address some of the primary interpretive themes.

- Explore the potential of providing a high quality interpretive program as a commercial/fee shore excursion in partnership with the Alaska Natural History Association or other entity. This would satisfy both the financial need of the cruise lines and the identity need of the NPS and its partners.
- Provide park visitation statistics and survey results to further illustrate how we all can benefit and enhance the visitor experience by working together.
- Attend the annual Northwest Cruiseship Association conference (and possibly others such as ATIA) to share ideas and concerns and develop partnerships. Specific participant benefits listed in the 2004 Northwest Cruiseship Association conference literature included:
 - Gaining insight on what the cruise industry's needs are and what they are looking for in terms of products, services, and ports of call.



Alaska Ferry *Fairweather*

- Learning how to work successfully with the cruise lines.
- Meeting with cruise executives, suppliers, tour and attraction operators, and tourism and port representatives to discuss the industry, business prospects, and current issues.
- Pursue possibilities to link with Glacier Bay's existing on-board programming and services (Jr. Ranger, information services, etc.). Linking the Jr. Ranger paper with that of GLBA would enable children to obtain their booklet here, work on KLGO pages, and then have it for their cruise in GLBA. GLBA staff could distribute both badges as appropriate. Each park would also have a separate program for non-cruising children.

Except for Glacier Bay National Park, the prospect of placing park interpreters on-board cruise ships while underway in the Inside Passage was considered, but rejected. The cost of doing this at other sites, especially in times of budget constraints, would be prohibitive.

In opening discussions on these potential recommendations, there are a number of other issues that may need to be addressed first. These include:

- The fact that some cruise line and land-based tour providers see NPS programs and activities as actual or potential competition, and for this reason they may be reluctant to promote anything that has the possibility of taking business away.
- That the people who run the cruise ships often have different agendas and priorities from those who run the land-based programs.
- That parks such as KLGO are interested in bringing more visitors in contact with high quality,

accurate historical programming and recognize that they cannot do all of the programming themselves.

- That some proposals can be very labor intensive and current and projected park budgets preclude any major increases in staffing. Success in these areas may depend on developing or expanding partnerships with others.
- Some cruise ship companies feel that they are already giving passengers enough, or even too much, literature.

In addition to the cruise ships, the Alaska Marine Highway ferries bring over 20,000 people to Skagway each year. The U.S. Forest Service has provided an on-board interpreter for a number of years. This service should continue, and the NPS should continue to play a supportive role and provide literature for distribution. The on-board interpreter should be equipped with accurate and up-to-date information about park programs and activities.

In other areas of outreach and marketing, the park should initiate or continue to:

- Work with the local and regional travel industry and let them know that the park is here, that we have what they and their clients are looking for, and that we are open for business.
- Encourage and provide reviews of tourism literature (including web sites, radio and television spots) which promote or provide information about the park to ensure that it is accurate, appropriate, and current.
- Provide park visitation statistics and survey results to further illustrate how we all can benefit and enhance the visitor experience by working together.
- Promote a coordinated effort to create or expand tourism oppor-

tunities. For example, visitation to Dyea is very low and reliable on-demand transportation to the unit is lacking. If more visitors are made aware of Dyea, the demand to visit will likely increase, and private enterprise would respond.

- Offer continuing education opportunities to private and public service providers. This could include basic park information and orientation, a focus on primary themes, interpretive skill development, etc. The "courses," which might be open to the public, could be offered in the evenings or made available online. This continuing education program should be holistic approach of collaboration and partnering with tour providers. It could include training, historical certification, interpretive and presentation skills, and product and organization familiarization. The use of partners as instructors and trainees would emphasize mutual respect and aid in the sharing of knowledge.

The park will continue to enhance its web site in order to reach larger and more diverse audiences. This should include the continued development of the park's education program materials for use by students via the Internet. It may be necessary to contract some of the web site development proposals.

Two-way web links or references to other sites, museums, and programs that deal with or touch upon elements of the Klondike Gold Rush should be explored and developed. A direct link with the cooperating association web site will allow people to purchase theme-related materials before and/or after their visit.

In making improvements to web site material, it is important that the front page become a portal directly to all of the online content. Access

to specific content should be as simple and intuitive as possible. This means that a virtual visitor should be able to gain access to any documents, images, or information within two clicks or fewer. Content should be arranged in a thematic and consistent manner. Developing an interface that allows a visitor easy access to all content available is essential for those looking for specific information and are not just "surfers."

Children are no strangers to the World Wide Web, and they potentially can account for much of the online visitation to parks. It is important that children feel connected to the park even though they may not be able to visit in person. The park should explore the development of both virtual and interactive activities to help children make meaningful connections with the park resources and themes.

Virtual tours of some of the exhibits, the Chilkoot Trail, or the evolution of the area from the glacial era to the present would help people better understand aspects of the interpretive themes. Since few actual visitors get to experience the Chilkoot Trail, a virtual tour may be the only way for many people to experience this resource.

Further web site development also should comply with NPS graphic identity standards.

Arrival

An official park entrance sign has been proposed. It will be located at the west corner of the visitor center and will be visible as visitors approach from the docks on Broadway. This sign will help identify the NPS presence in Skagway.

The park will work with the City of Skagway, the Alaska Department of Transportation and Public Facilities,



U.S. Canada border at White Pass

and Canadian highway officials to assess park sign conditions and needs. Visitors will easily find how far it is to the park from key locations, and they will easily find their way to the park visitor center. While the signs should be easy to see, they also need to meet certain standards and get the approval of Skagway's Historic District Commission.

Signs at the park entrance along the White Pass & Yukon Route Railroad right-of-way are needed. Visitors should know that they are entering a unit of KLGO and be curious about its significance.

A new visitor contact kiosk is proposed near the railroad docks, as a part of the city's Seawalk project. It will be run by the city, although the park will have a presence there. This small new facility will attract some people getting off the ships and preparing to board the tour train. It is proposed that a couple of exhibits be included that will introduce the park, explain why it is here, and possibly inform visitors that they will be passing through a unit of the park on their train tour.

Visitor Center

Exterior

Exterior signs for the visitor center need to be redesigned. While they

need to be in harmony with the historic character of the building and comply with historic district standards, they also need to clearly indicate the building's current function. Visitors approaching the building need to clearly see that this is the national park visitor center and that this is the entrance.

Window Displays

The window displays need to attract visitor attention, reinforce the building's function, and entice people to come inside.

For safety and climate control reasons, sensitive or valuable original artifacts should not be displayed in the windows. Also, due to the difficulty of accessing the spaces, the displays also should be easy to install and maintain.

Some initial suggestions include: (1) a specially designed movie poster to advertise the new park film, (2) displays of enlarged historic photos, or (3) a diorama depicting a theme-related historic scene or activity.

Good quality dioramas are quite expensive and may be hard to maintain in a window. Paper items may tend to fade quickly; therefore, the use of wayside exhibit materials (such as porcelain enamel) should be considered.



Visitor Center

Visitor center information desk



Window displays should also be designed for NPS-owned buildings that are vacated in winter. Before and after rehab photos of those buildings could illustrate NPS improvements and provide off-season visitors and local residents with opportunities to make connections with the ideas of stewardship and community enhancement.

Museum/Exhibit Room

While most of the exhibits are in good condition and relate valid theme-related topics, some improvements are recommended. These include:

- Rotate the "Ton of Goods" exhibit 180° so that the mannequin is facing in the direction of the trail. Add recorded narration using excerpts from original letters and journals. The use of phone receivers or similar devices will avoid adding more sound to the exhibit area which might compete with the proposed narration of the relief map.
- Rehab the relief map to provide tactile trails for the visually impaired. Add an overhead laser unit to identify key features, thus eliminating the need to place labels on the map. A narration with language options would be included. A switch should be provided so that the sound can be turned off during the start of the historic district walking tours.
- Produce a permanent map showing the various routes to the gold fields. This would replace the one used by interpreters during the introduction to the walking tour and is otherwise hidden behind an exhibit case. This permanent map, which is important to understanding the overall context of the gold rush, would be accessible to all museum visitors.
- Rehab the "Gold" exhibit case that originally was designed for placement in a corner location.
- Rehab the map on the "Down the River to Dawson" exhibit. Some of the paint has been picked off.
- Text elements for several exhibits have been placed way too high to read. These need to be redesigned and located at a more acceptable height.
- In the initial planning for the visitor center/museum Harpers Ferry Center assembled an original 16-foot kit boat. These were boats that were to be sold to the miners for completing their journey to the gold fields, but were never used. This boat is currently in Anchorage. It is recommended that it be returned to KLGO and displayed in the museum (possibly suspended from the ceiling) along with an unassembled boat kit from the park's collection. If space prohibits its use in the museum, the boat could be placed in the exhibit area in the visitor center directly outside the auditorium.
- Improve the quality of the PA system. This recommendation actually applies to the whole visitor center.

Audiovisual Program

A new park film is recommended that will give a more complete picture of the gold rush and demonstrate that it did not just begin and end in Skagway. The film will illustrate the diversity of those participating in the gold rush. In establishing context, viewers will see how the area looked before the rush and be aware of the historic and current presence of Native peoples. The use of aerial shots will show the terrain the gold seekers had to traverse.

The film also will describe the development of the park. Preservation messages and NPS identity must be included in order to encourage stewardship of natural and cultural resources. Care should be taken to create a movie that ori-



Ton of Goods Exhibit

ents the visitor to the larger geographic context of the gold rush, oriented to Skagway, but avoids repeating the same story that is told in Seattle, Whitehorse, and Dawson.

The film will be about 20-22 minutes long to allow for two showings per hour and potential use on television. It will be shot in wide screen format for showing in the visitor center auditorium.

Both the current and new films will be available for sale through the cooperating association. They could even be combined on a DVD and sold as a two-for-one package. Copies also could be loaned to schools as part of the park's education program.

The new film will retain the flavor of the current film, *Days of Adventure, Dreams of Gold*. The historic portions (using the vast store of original photos) will be black and white. A judicious use of color will be limited to contemporary scenes.

To varying degrees the new film will touch on each of the primary interpretive themes. Along with the use of excellent visuals, the script writing and musical score will be critical components of the production.

The new film also will require an equipment upgrade in the auditorium. This will include surround sound, high definition, new projectors, the use of audio description, and off-screen captioning. Multiple language options also will be available via headphones with multiple channels if economically feasible.

Circulation

In addition to signs that will clearly identify the visitor center and the entrances from outside the building, signs inside need to clearly identify and direct people to the bookstore, auditorium, and museum/exhibit room.

Trail Center

The Martin Itjen House will continue to serve as the trail center for providing information and issuing Chilkoot Trail permits for the time being. Options for moving the trail permit operations to Dyea should not be ruled out for the future. This will remain the only location for hikers traveling in either direction on the trail to obtain the required permit. The facility also will continue to be staffed in partnership with Parks Canada.

New furnishings should replace the diverse collection of items currently in the building; however, the basic functional elements will remain. These include an information desk, trip planning table, seating, brochure storage, and staff work space.

Professionally designed text/graphic panels would display information of a more permanent nature. A chalkboard or other device would continue to be used for temporary or changeable information.

The park is currently revising the trail orientation audiovisual program. The revision will be geared more to demonstrating good backcountry camping practices. To ensure that hikers view this program, it is recommended that it be shown in the trail center via a laptop or LCD monitor that would sit on the counter, or in some reconfigured location within the building. Segments of the program also could be adapted for the park web site and available for anyone considering hiking the Chilkoot Trail.

Although small, the building has enough space for some wall-mounted interpretive displays. Since the Chilkoot Trail is the primary focus of the center's operation, exhibits dealing with historic and contemporary use of the trail would be of

interest to hikers and to the many visitors who come in out of curiosity.

One element of a Chilkoot Trail exhibit might include a scale relief model/map of the trail. As in the museum/exhibit room at the visitor center, the map could be equipped with an overhead laser program to point out key features; however, in such a small space any sound associated with the program may intrude on other activities. The map could be a valuable orientation tool for both hikers and casual visitors.

Another exhibit about the house and Martin Itjen would be appropriate. The fact that he was probably the first tour operator in Skagway would make connections with tourism in the city today.

The yard space of the Itjen House is proposed to be modified into a plaza that will include seating for those waiting for permits, wayside exhibits about the International Historical Trail, and flagpoles for both the U.S. and Canadian flags.

Mascot Saloon

In 1991, a Historic Furnishing Plan was implemented for the front portion of the Mascot Saloon. This was done without the benefit of any historic images of the building interior. Recently, an original photograph of the saloon has been discovered, and it is amazing how close the current furnishings are to the original.

The discovery of this photo has raised the question of whether to leave the current furnishings in place and use the photo to show how close we came, or to change the furnishings to match what the room actually did look like. After consultation with the historic furnishing specialists at Harpers Ferry Center, including the person who did the original plan, it is felt that:

- A lot of good research went into the original furnishing plan that is supported by the photograph.
- While interpreting aspects of the historic restoration process in Skagway is important, the primary reason to furnish the saloon was to interpret the building's historic use and how it relates to the primary themes.
- It would be very expensive and unnecessary to totally refurnish the saloon to completely match the photo.
- Some amendments to the furnishing plan, such as reproducing some of the actual signs visible in the photo, would be beneficial to the interpretation of both the historic saloon and the park's efforts to restore the historic character of the town.

Improvements to the quality of the soundscape recording and to the sound system are recommended.

Interpretation of the Mascot Saloon would be greatly enhanced by having interpreters present during peak visitation periods. Live interpreters can provide more in-depth discussions, respond to individual interests and questions, and reinforce the NPS presence in Skagway. Having some interpreters in period clothing also would add a living element to an otherwise static exhibit.

A small interpretive text panel would be added to the window display in the front of the building to explain the building, the bottles, and to invite people to enter.

Winter window displays should be improved in order to provide a "before and after" illustration of restoration work on this entire block. Off-season visitors and locals alike would benefit from such an exhibit.



Interpretation at Mascot Saloon



Historic Moore House photos

Moore House and Cabin

No changes to the exhibits or historic furnishing of the Moore House are proposed in this plan. However, as with the Mascot Saloon, improvements to the quality of the soundscape recording and to the sound system are recommended.

The furnishings and other media in the Moore House present aspects of some of the primary interpretive themes that are addressed nowhere else in the park. Thus, if people do not come to the house, they miss important aspects of some themes. In this regard, it is important to explore ways to encourage people (other than those attending the historic district walking tours) to visit the house.

Some of the themes relevant to the Moore House also could be presented in an improved and prominently displayed self-guiding tour publication.

Because of the low ceiling, visitors will not be able to enter the Moore Cabin, but they can continue to look inside from the front door. Installation of a viewing barricade is recommended.

Since the original newspaper wallpaper is to be removed and conserved, it is recommended that portions of it be reproduced and reinstalled. A text/graphic panel, perhaps on the order of an interior wayside exhibit, just inside the door could interpret the use of the structure and focus on the significance of the wallpaper.

Goldberg Cigar Store and Ice House

The significance of both these structures will be interpreted from the exterior by wayside exhibits. Visitors should understand the his-

toric functions and significance of the buildings. The wayside exhibits also will relate the fact that moving buildings around Skagway was a common practice, but that neither of these buildings ever sat at this location. These exhibits will be produced as part of a parkwide wayside exhibit proposal (see Wayside Exhibit section).

Prior to the restoration of the ice house, it should be determined whether it will ever be opened to the public. This decision will dictate certain structural treatments and compliance with different construction and accessibility standards. If visitor access is provided, elements of the original fabric and how they contributed to the building's function would be the focus of the visitor experience.

Dyea

This LRIP supports the recently completed Cultural Landscape Treatment Recommendations for Dyea to open a portion of the street grid system to trail width, and to identify the streets at the intersections. This, along with the use of a self-guiding tour publication and map, will assist visitors in touring the site and visualizing the size and layout of the former town.

The visitor experience in Dyea should be that of an undeveloped front country site. Visitor amenities should be limited to picnic area, waysides, self-guided brochure, informal contact, and campground. Large-scale formal development of Dyea would diminish some of the qualities of quiet and solitude that some may seek in getting out of the hubbub and rush of Skagway.

Wayside exhibits, developed as part of the parkwide wayside exhibit proposal (see Wayside Exhibit section), will highlight key town sites and utilize historic photos. Where



Dyea aerial photo

possible the waysides will be located close to the point where historic photos were taken. The waysides and the self-guiding tour publication will offer a fairly in-depth interpretive experience at Dyea; however, the wayside exhibits will be able to stand on their own for people who arrive without a tour booklet.

In addition to the gold rush era, visitors to Dyea also should gain an understanding of earlier use of the site by the Tlingit and as a former trading post. The use of the site as a military post by the Buffalo Soldiers, along with changes to the area caused by isostatic rebound and the Taiya River also should be interpreted. However, wayside exhibits and self-guiding tour publications are dependent on visitors making direct visual connections with landscape, and interpretation of some theme elements may not be conducive to these media formats.

Along with a road realignment, the Cultural Landscape Treatment Recommendations propose moving the McDermott Cabin to a location at the entrance to the NPS property. The cabin was used historically to collect tolls on the Chilkoot Trail. It already has been moved once to protect it from flooding, and it is

not possible to return it to its original location.

The planning team discussed the possible use of the cabin as an unstaffed visitor contact station. In addition to providing basic information and orientation to Dyea, some exhibits could be developed to interpret aspects of the site stories that cannot be conveyed well via wayside exhibits or a self-guiding tour publication. One idea was to use a timeline format.

The proposed new location of the cabin is a considerable distance from the start of the Dyea walking tour. Visitors arriving in their own vehicles can certainly stop at the cabin and then drive on to the trail parking area. However, this could be a problem for visitors using a shuttle service to get to Dyea. Will shuttle drivers be willing to stop at the cabin so their passengers can view the exhibits and then take them on to the trailhead, or will visitors be forced to walk?

From the standpoint of the visitor experience, and to ensure that most visitors will view the exhibits, it would be preferable to locate the cabin close to the entry to the town site. This, of course, would not be a



Hiker on Chilkoot Trail

point of discussion if the cabin were to be relocated on its original site; however, the fact that the proposed location is closer to the original site than the trailhead parking will likely be lost on most visitors.

Another idea is to use the cabin as a trail center, locating it near the Chilkoot Trailhead. This would solve some of the problems hikers now encounter with trying to get their permits in town and get on the trail as quickly as possible.

The park will continue to offer interpretive walking tours of Dyea. Park staff also will work with commercial tour guides (who utilize the area for a variety of activities) to provide more interpretation of Dyea resources.

Chilkoot Trail

Replacement, addition, or deletion of wayside exhibits along the Chilkoot Trail will be evaluated during the development of a parkwide wayside exhibit proposal (see Wayside Exhibit section). This would include a proposal for adding a bulletin case to the trailhead exhibit. Interpretation of the use of the trail by Native peoples before and during the gold rush also is needed.

Snow loading is an issue, especially above tree line. The park has had

some success with Core 10 steel for wayside bases. The park has also removed the legs from some of the exhibits above tree line. This helps with snow loading problems and eliminates the need for maintenance staff to dig holes in rock to place the exhibits. As an unintended consequence, the visual impact of the signs on this open landscaped is lessened.

In partnership with Parks Canada, all wayside exhibits along the trail should be in English and French. Both parties also should work toward a uniform wayside exhibit design.

With the exception of large objects that are not at risk of "walking away," it is important that wayside exhibits do not draw undue attention to the many artifacts along the trail. Resource protection messages should be integrated into a number of the exhibits.

The proposed rehab of the State Cabin (built in the 1960s) at Sheep Camp should include the addition of some interpretive media. To retain the rustic feel of the trail, the use of modern "professional" displays is not recommended. Rather, framed historic photos, notebooks or flipbooks with additional photos and journal entries might be used.

Pack train approaching White Pass summit



The Parks Canada interpretive tents at Bennett and Lindemann could serve as models for these interpretive cabins. Visitors should realize that this site once was a community of 8,000 people who lived here as they hauled their ton-of-goods to the summit of the pass. A similar cabin at Canyon City could be utilized in the same manner.

Warming shelters at Finnegan's, Pleasant Camp, Canyon City, and Sheep Camp all have potential for informal interpretive displays. Bulletin boards are available to post interpretive materials.

White Pass Trail

The White Pass Trail will continue to be interpreted with six wayside exhibits located at various pullouts along the Klondike Highway (see Wayside Exhibit section). It is recommended that all the current waysides be rehabbed to comply with current NPS identity standards. All of the current topics would remain the same, and no additional wayside exhibits are proposed. This phase of the proposed parkwide wayside exhibit proposal (see Wayside Exhibit section) will need to be coordinated with the Alaska Department of Transportation, as the exhibits in their right-of-way. These exhibits are removed each winter by NPS maintenance staff and stored.

Elements of the White Pass Trail will continue to be interpreted on the White Pass & Yukon Route Railroad excursions. A portion of the route passes through NPS property and this should be stated/identified on the tours. Interpreters on the train should participate in the proposed training courses (see Outreach and Marketing section).

Resource inventories and landscape planning for the White Pass Unit must precede interpretive planning

for visitor services. The update of this long-range interpretive plan in the future should include such interpretive opportunities.

Wayside Exhibits

Wayside exhibits tell the park story on location. They "caption the landscape" and help visitors make direct connections with resources they see before them. With the use of good graphics waysides also can show what a site looked like historically and bring the story of another era to life. The park is fortunate to have a graphic collection that includes many site-specific images.

A parkwide wayside exhibit proposal is recommended to guide wayside development at KLGO toward a complete, high-quality, unified system of waysides with NPS identity. A wayside exhibit proposal is a document to identify all desired wayside exhibits within the park and potentially with park neighbors and partners. It brings a unified, coherent approach to wayside exhibit development, thereby avoiding haphazard development that results in multigenerational waysides that have no common look or quality standard. The proposal can set priorities to guide wayside development in phases as funding allows.

The City of Skagway and Parks Canada have their own wayside exhibits that are of a different design than the park waysides. Current park waysides also do not meet approved NPS identity standards guidelines. For the best visitor experience, it would be best if all wayside exhibits in the area shared some common design elements. Visitors often do not know when they are on NPS, city, state, or Canadian property, but they soon learn to recognize a common exhibit design and know that it contains valuable information or interpretation of an important resource.

Reaching consensus on a unified design approach to wayside development in the area will require meetings with the city and Parks Canada. This may also require the development of alternatives to strict compliance to NPS graphic identity standards.

The following areas/topics are candidates for potential wayside exhibit development in the proposed park-wide wayside exhibit proposal:

- **Orientation.** Park orientation waysides (perhaps in a multi-panel kiosk format) are needed at various locations including the cruise ship docks, the downtown historic district of Skagway, Dyea town site trailhead, and Chilkoot trailhead. These waysides would include a park map, safety and cultural resource preservation messages, and orientation to the park and its resources. A bulletin case for changeable information could be part of these exhibits.

A wayside in the vacant lot next to the Trail Center could introduce the Klondike Gold Rush International Historical Park and emphasize the link with the KLGO Seattle unit and the partnership with Parks Canada.

- **Dyea.** The development of wayside exhibits at Dyea will depend on decisions made in the Cultural Landscape Treatment Recommendations. Where possible the waysides should be located close to the point where historic photos were taken. The waysides and the proposed self-guiding tour publication will offer a fairly in-depth interpretive experience at Dyea.

Suggested waysides for the area include: a trailhead exhibit about the former town, interpretive panels on the various features/build-

ings in the town, the geology of the tidal flats and the effects of isostatic rebound, historic and recent fires and their impacts on succession, the Taiya River's effect on the town site, and small street signs to help visitors identify the town layout on the landscape today.

- **Downtown Historic Skagway.** A park orientation wayside exhibit kiosk will be needed, perhaps in one of the vacant NPS lots as visitors enter the town from the waterfront. The park owns several other vacant lots, and if photos of these sites during the gold rush era are available, waysides in some of these locations could help visitors visualize their historic appearance.

The park will work in partnership with the city to explore options of achieving a unified wayside exhibit design.

- **Moore House Complex.** Depending on what the park does with the buildings recently moved to this site, the following exhibits may be appropriate:

- Moore House panel on the family and their importance in the history of Skagway.
- Building preservation panel to include reference to the Ice House and Goldberg Cigar Store. It may be possible to place these panels inside the buildings in order to reduce wayside clutter on the property.
- Moore Cabin panel to describe the building's significance and the newspaper wallpaper inside. (This panel could be located outside or inside the front door of the cabin.)
- "Mooreville" and the story of Captain Moore's battle to save his property.

The current wayside exhibits near the Moore House (which do not interpret anything visitors see in the landscape) will be removed.

- **Chilkoot Trail.** Wayside exhibits on the Chilkoot Trail will be developed in partnership with Parks Canada. All of the trail waysides should be in English and French, and both parties should work toward a uniform wayside exhibit design.

Snow loading is an issue, especially above tree line. The park has had some success with Core 10 steel for wayside bases.

Consideration should be made to intentionally design waysides in the alpine area to sit on the ground rather than using legs. Rock substrate and snow loading make legs impractical. Visual intrusion is also minimized when legs are not used.

With the exception of large objects that are not at risk of "walking away," it is important that wayside exhibits do not draw undue attention to the many artifacts along the trail. Resource protection messages should be integrated into a number of the exhibits.

Wayside exhibits on the trail will include:

- An orientation wayside exhibit kiosk at the trailhead.
- A series of about 20 interpretive panels along the trail that include preservation messages where appropriate and where repetition does not render them ineffective.
- An interpretive panel on the use of the trail by Native peoples before and during the gold rush.
- A resource preservation panel on Saintly Hill.

- **Klondike Highway.** The current NPS waysides along the Klondike Highway will be rehabbed to comply with current NPS identity standards. All of the current topics will remain the same, with rewording of text to include resource preservation/stewardship messages where appropriate. The exhibit about boundary issues should be examined carefully and coordinated with Parks Canada when it is redone. Sensitivity should be exercised in the wording of international dispute issues. No additional wayside exhibits are proposed.

- **BIA/Skagway Traditional Council.** Wayside exhibits currently in the works with BIA and Skagway Traditional Council for placement in Dyea should fill a gap in the interpretive themes relevant to Tlingit use of the area. These will also be a model for how the NPS identity standards are used in partnership projects.

- **City of Skagway Seawalk Project.** The park will cooperate with the city of Skagway and other partners in the planning, design, and placement of wayside exhibits for the soon to be started Seawalk that extends from the Broadway Dock to the small boat harbor entrance. All efforts should be made to make reference to the park, and orientation to the park should be included in any orientation panels.

Personal Services

A variety of personal services activities will continue to be an essential component of the overall interpretive program at KLGO. The park currently provides a nice range of personal services that attract large numbers of visitors, particularly the walking tours of the historic district. Current programming should continue. These programs have the



unparalleled advantage of being inspiring, versatile, alive, and tailored to the needs of individuals and groups. An interpretive staff presence helps with the protection of fragile resources. Interpreters, whether behind an information desk, roving, leading a tour, giving a talk, or conducting a demonstration, are the best of all interactive tools in enabling visitors to experience, understand, appreciate, and make personal connections with resources.

The diversity of the park's overall interpretive program presents almost limitless opportunities for both standard and innovative activities. Keeping within the parameters of the interpretive themes and visitor experience goals, park staff should be given a high degree of creative freedom to explore and experiment with new programs, providing visitor expectations are met. This will help to maintain a creative edge and attract new and returning audiences.

Discussions and recommendations regarding personal services interpretation appear throughout this document, but are repeated here to reinforce their importance in communicating the interpretive themes and meeting visitor experience goals.

Interpretation of the Mascot Saloon would be greatly enhanced by having interpreters present during peak visitation periods. Live interpreters can provide more in-depth discussions, respond to individual interests and questions, and reinforce the NPS presence in Skagway. Having some interpreters in period clothing would add a living element to an otherwise static exhibit. (See staffing section for a listing of specific needs.)

Since personal services interpretive programs are relatively easy to change, the activities should be evaluated on a regular basis to discontinue those that are not effective, modify and improve those that require it, and validate those that are successful.

Education Program

The park web site will continue to provide the Teaching with Historic Places lesson plans: *Skagway-Gateway to the Klondike*, and *Gold Fever! Seattle Outfits the Klondike Gold Rush*. Both of these programs also are offered through the Parkwise web site which is maintained through the Alaska Regional Office. The park web site provides links to two other education programs: *Alaska's Gold*-developed by the Alaska Rich Mining Project Committee and *The Klondike Gold Rush Curriculum Materials for the*

History of the Pacific Northwest in the Washington Public Schools.

Future growth of the park education program is primarily contingent on having a full-time education specialist on staff (see Staffing section). The lack of an education specialist limits the extent to which the education program can develop and meet the growing needs of teachers and students locally and throughout Alaska. It also limits the extent to which the park can partner with education programs in Canada and Seattle.

A primary role of the park education specialist would be to secure resources to facilitate the development and growth of a curriculum-based program based on national and Alaska education standards, and to conduct such programs. The park will continue to utilize interpreters and staff from other divisions to present programs to schools and other groups as needed.

Considering the geographic remoteness of Skagway relative to communities with large numbers of schools and students, a secondary role for the education program is the development of a comprehensive education program as prescribed in the 2003 Report to the NLC: *Renewing Our Education Mission*. This would include the development and facilitation of programming (off-site, on-site, and electronic) for life-long learners, including volunteers and cooperators.

Other roles for the education specialist and goals of the education programs will be to:

- Set up workshops with park staff, partners, and professional educators to develop additional curriculum-based programs and lesson plans for pre-, on-, and post-visit activities.

- Involve the Tlingit and Tagish people in developing education programs that stress the long and continued ties of the tribes to the area and how they interconnect with the park interpretive themes.
- Set up teacher training workshops.
- Coordinate expansion of the park web site to include the posting of new downloadable education programs for schools planning a visit, for home-schooled students, and for those who may never be able to travel to Skagway.
- Establish and maintain an ongoing and active partnership with the education programs offered through the Klondike Seattle unit, Parks Canada, and with nearby Canadian schools.
- Continue providing books and other resources (i.e. copies of historic photos) to the Skagway school.
- Explore ways to eventually expand the program to include working with colleges, universities, and elder hostels.
- Develop alternatives for hands-on activities and classroom space for students and life-long learners.
- Coordinate the park's Junior Ranger program and consider the development of a family-oriented Skagway exploration kit geared to families traveling on cruise ships.
- Coordinate the continuation of the off-season speaker series for the community.
- Use web and educational programming to publicize and explain the International Historical Park and the "Klondike Trail"
- Make results of park science and research activities accessible to park visitors, students, and local communities
- Bring together students and park staff to increase knowledge of NPS career opportunities.

Publications

It is suggested that the park periodically review the official park brochure, various site bulletins, and self-guiding trail publications for needed updates. New self-guiding publications are proposed in other sections of this document, and should be added to the park and/or cooperating association publications program. All new or updated items should be added to a changeable display of free literature so that visitors know what is available.

A review of all publications, including those sold through the cooperating association, is recommended. This often takes the form of a Scope of Sales review, which evaluates all publications in light of price, intended audiences, and interpretive themes addressed. The review can identify strengths as well as areas where the publication program needs to concentrate its efforts. A similar review also could evaluate how prominently publications key to the on-site experience are displayed.

Specific recommendations include:

- Review all park booklets and site bulletins (i.e. *Geology, Glaciers & Gold; Wild Klondike; Moore House, and Gold Rush Buildings in Skagway*) with the goal to presenting a unified design the meets NPS graphic identity standards. These and other park produced publications also should be reviewed periodically with regard to the quality of the writing and to ensure their accuracy.
- Produce a free and perhaps a more in-depth sales publication on the park's archeological and historic preservation efforts.
- Developing a new book on Captain Moore.
- Produce a hiker journal that hikers can take on the trail.
- Develop a new self-guiding tour publication for Dyea.

- Work with the Skagway Convention and Visitors Bureau to revise the *Skagway Walking Tour* guide and make it more available to visitors. For example, the current edition lists the Moore Cabin but not the Moore House.
- Provide ongoing review and revision of the official park brochure. One immediate need is to more clearly identify the NPS buildings on the Skagway map.
- Pursue the separation of the KLGO and KLSE Unigrids to more effectively serve both units.
- Develop a guide to the "Klondike Trail" to be sold through cruise ships.
- Finalize the ANHA publication that will serve as a "handbook" to KLGO.
- Develop a guide for "guides" to help in training IBP and other commercial guides as well as park staff. Coordinate this with the Skagway Museum, as they have already begun a similar project.

Special Populations

Provisions will be made to accommodate the needs of special populations who visit Klondike Gold Rush National Historical Park. Special populations are identified as those with sight, hearing, learning, and mobility impairments; visitors who do not speak English; and, the elderly and young children.

Public Law 90-480, the Architectural Barriers Act, and the Americans with Disabilities Act of 1990 establish standards for physical access. Other regulations, laws, and standards include Sections 504 and 508 of the Rehabilitation Act of 1973, Director's Orders No. 42, and the Accessibility for Visitors with Disabilities in National Park Service Programs, Facilities, and Services. All newly constructed facilities, as a matter of course, will be designed for accessibility for physically disabled visitors and employees. For this plan it would include providing

access to buildings, pathways, and wayside exhibit locations along roads and at accessible portions of sidewalks and trails.

Every effort will be made to provide full access to interpretive media and programs to ensure that people with physical and mental disabilities have access to the same information necessary for a safe and meaningful visit to Klondike Gold Rush National Historical Park. All new interpretive media will follow the standards for accessibility as described in the NPS, June 1999 Programmatic Accessibility Guidelines for Interpretive Media. These guidelines (see Appendix A) will be consulted by park staff and media developers during the planning and design of new interpretive media. Park staff will determine the most common languages spoken by those who do not speak or comprehend English and will endeavor to provide appropriate information, interpretive media, or personal services in those languages.

Staffing and Training

Table 5 summarizes existing staff levels and additional staffing requirements needed to fully implement the recommendations of this long-range interpretive plan.

Furlough of the education ranger should match school holidays, etc. The list of this person's duties must be consulted in order to time the furlough to not interfere with accomplishing duties assigned. Additional media projects would be taken on by the chief of interpretation and the interpretation park

ranger, primarily during the off-season.

Seasonal staff should come on at least two weeks (preferably three) before the first cruise ships arrive. This will allow for two weeks of training and a week of preparation time before they are expected to perform full duties. Park ranger intern positions are student hires, preferably from Alaska, and should be recruited from diverse pools of applicants.

Hiring should be carried out in all ways possible in order to generate a wide diversity of education and experience levels. The Seasonal Employment Unit, STEP authority, local hiring, and other methods should be used to obtain a wide array of applicants for seasonal positions. Under the SEP, develop selection criteria and factor weighting values that can result in applicants with unique combinations of skills such as history/foreign language, ecology/sign language. Efforts should be made to have French and German speakers on staff whenever possible, as these are the most common languages heard here. Hiring of permanent employees should follow the same philosophy of casting a wide net for multiple talents. The staff is small, and the more skills that can be packed into each employee the better off the park will be. Local hiring for both seasonal and permanent employees helps solve tight housing issues.

Interpretive skills training will implement the Interpretive

Table 5

POSITION	GRADE	YR/SEAS	EXISTING	NEEDED	TOTAL
Chief of Interpretation	GS-12	YR	1		1
Park Ranger, Interp.	GS-9	YR	1		1
Park Ranger, Educ.	GS-9	STF		1	1
Park Ranger, Interp.	GS-5	SEAS	9	4	13
Park Ranger, Intern	GS-4	SEAS	2		2

Development Program curriculum and encourage participation in the competencies certification program. Programs will be evaluated according to national standards.

Training should always include critical resource issues, effective informal interpretation and communication skills, formal interpretation, resource updates, subject matter knowledge, operations procedures, an overview of NPS programs, policies, and initiatives.

The park will expand opportunities to collaborate in interpretive skills and resource training with non-NPS locals who engage in interpretive, education and information/orientation activities. Training could be offered through scheduled courses, workshops, etc.

It is imperative that training be high on the list of budget needs each year for permanent staff. Employee development is a key in keeping people with strong skills in this small, expensive place.

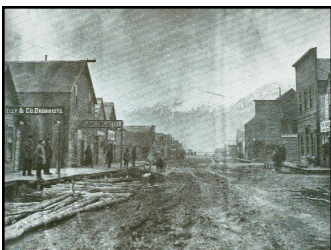
Research Needs

The interpretive division needs to continue working closely with the resource management staff to keep up to date on research activities and results. Resource management specialists should be encouraged to present regular briefings on projects to the entire park staff, especially interpreters. Agency and contract researchers also should be encouraged to produce executive summaries and programs that translate research results for park staff and the public. Interpretive staff should identify research and information needs to the resource management staff as well.

Klondike Gold Rush National Historical Park needs to learn more about its actual and potential audiences: Who visits? What are their motivations, expectations, and satis-

faction levels? What can be done to increase visitor stays and interaction with park resources? Who doesn't visit and why? How do answers to these and other questions vary from season to season? Cruise ship companies and others would be interested in what we learn, and in turn, they may be willing to share some of their client data.

Research also is important in the development of specific media and programs and will be planned as part of all substantial media projects and specialized programming. For example, front-end evaluations would query potential users of programs, facilities, and media before products and activities are developed. This type of research is targeted so that practical use can be made of the results. Formative evaluations would be conducted during conceptual design, and would test inexpensive mockups of interpretive media and programs before fully investing in final products. Summative evaluations are valuable in helping to determine the effectiveness of final media, facilities, and programs-i.e. whether the intended themes are being communicated, if people actually make use of the information, or if visitor behavior is affected.



Broadway, 1897

SUMMARY OF PRODUCTS AND ACTIONS

The following is a summation of the action items and products proposed in this long-range interpretive plan. Each of these items is described in greater detail in the narrative sections of the document. This list is designed to help develop the implementation schedule, annual and long-term priorities, assign responsibilities, and develop cost estimates.

It must be emphasized that the following list deals specifically with actions and products for media and programs related directly to information, orientation, interpretation, and education. Although new, restored, or relocated facilities are proposed or referenced, actions related to these structures will need to be developed in greater detail during other planning, design, and construction processes. Staffing requirements to implement the following actions are identified separately in the Staffing section.

Outreach and Marketing

- Improve communications and partnership opportunities with cruise ship companies and their affiliates (ongoing). (Note: It is recommended that proposals be coordinated through the Alaska Regional Office and organizations such as the Northwest Cruiseship Association, Cruise West, and Alaska Travel Industry Association).
- Improve communications and partnership opportunities with Parks Canada, Tlingit and Tagish First Nations, KLSE, and the City of Skagway (ongoing).
- Provide support to U.S. Forest Service interpreters on-board the Alaska Marine Highway ferries (ongoing).

- Improve communications and partnership opportunities with local and regional travel industry (ongoing).
- Review tourism media to ensure that information about the park is accurate, appropriate, and current (ongoing).
- Offer continuing education opportunities in interpretation and resource knowledge to private and public service providers (ongoing).
- Enhance park web site and links to related sites (ongoing).

Arrival

- Develop and install official park entrance sign.
- Work with city, state and Canadian authorities to assess and improve park signing.
- Partner with the city in developing exhibits and staffing needs for the proposed new visitor contact center near the railroad docks.

Visitor Center

- Redesign exterior signing.
- Develop interior directional signing.
- Redesign window displays.
- Rehab existing exhibits and produce proposed additions (some with audio components).
- Improve quality of PA system.
- Produce new park film.
- Upgrade audiovisual projection equipment.

Trail Center

- Upgrade furnishings.
- Produce new information and interpretive exhibits (including a relief map).
- Produce new trail orientation audiovisual program and acquire needed equipment.

Mascot Saloon

- Upgrade historic furnishings.

- Provide interpretive staff (see Staffing section).
- Upgrade sound system.

Moore House and Cabin

- Upgrade sound system in Moore House.
- Reproduce portion of historic wallpaper in Moore Cabin
- Produce interpretive panel for Moore Cabin.
- Produce wayside exhibit(s).

Goldberg Cigar Store and Ice House

- Produce wayside exhibit.
- Produce interior interpretive exhibits if either building is to be open to the public.

Dyea

- Implement appropriate actions from the Cultural Landscape Treatment Recommendations.
- Produce wayside exhibits.
- Determine best location for the McDermott Cabin.
- Produce exhibits for unstaffed visitor contact station in McDermott Cabin.

Chilkoot Trail

- Produce wayside exhibits in partnership with Parks Canada.
- Produce interpretive media for State Cabin, Finnegan's, Pleasant Camp, Canyon City, and Sheep Camp.

White Pass Trail

- Replace wayside exhibits on Klondike Highway.
- Produce park signs along railroad.

Wayside Exhibits

- Produce parkwide wayside exhibit proposal and plan in partnership with city, state, and Parks Canada.

Personal Services

- Provide variety of peak and off-season interpretive programs and special activities (ongoing).

- Increase interpretive staff presence at Mascot Saloon and be ready to assist with staffing part-time at the Skagway Seawalk interpretive kiosk (see Staffing section).
- Improve communications, training, and partnership opportunities with commercial tour providers (ongoing).

Education Program

- Hire education specialist.
- Expand education programs in partnership with the Skagway School, KLSE, Parks Canada, and others.

Publications

- Conduct Scope of Sales survey.
- Produce self-guiding trail publication for Dyea.
- Assist the Skagway Convention & Visitors Bureau in revising/upgrading the Skagway Walking Tour publication.
- Revise official park brochure (ongoing).
- Upgrade site bulletins and other park literature to comply with NPS graphic identity standards.

Research

- Update 1998 visitor survey data.
- Evaluate media and program effectiveness (ongoing).
- Share research findings with entire park staff and partners (ongoing).
- Identify historical and natural research needs to further interpretive efforts.

IMPLEMENTATION PLAN

Implementing some of the items from the extensive products and partnership recommendations lists will require independent planning efforts and other actions over the next 3-7 years. Other action items can be implemented in a very short time within existing funds and staffing levels. In future years, the priority setting process will be

reflected in the Annual Implementation Plan component of the park's Comprehensive Interpretive Plan.

The following are recommendations for the steps that should be taken over the coming years. As funding is obtained for the major projects they may move forward or backward a step or two. The projects are not in any particular order within each step, as they are simultaneously occurring.

Step One (1 to 2 years)

- Plan and design Seawalk project in coordination with city partners
- Redesign window displays in museum space
- Produce park film (funding should be near)
- Upgrade AV equipment in auditorium
- Produce Chilkoot Trail orientation video
- Plan, design and install BIA/STC waysides in coord. with those partners
- Produce a wayside exhibit plan and a parkwide communications plan
- Provide personal services as has been established
- Develop formal training program with partners
- Hire education specialist ranger
- Upgrade Jr. Ranger program
- Develop curriculum-based education program
- Revisit Scope of Sales and do Scope of Sales review
- Revise Skagway Walking Tour brochure with city
- Upgrade existing publications to identity standards
- Produce "Guide's Guide"
- Evaluate media and programming effectiveness
- Identify research needs
- Share research findings with community, staff
- Assess/improve park signage

- Improve visitor center signage (interior and exterior)
- Temporary media for Chilkoot shelters
- Upgrade Dyea self-guided tour brochure and print
- Upgrade web offerings and information

Step Two (3-5 years)

- Design and install park entrance sign
- Upgrade Trail Center furnishings
- Design and install International Historical Park plaza at Itjen House
- Provide more Mascot staffing
- Upgrade Mascot sound system
- Upgrade Moore House sound system
- Implement applicable interpretive recommendations from Dyea Cultural
- Landscape Treatment Plan
- Dyea waysides
- Chilkoot Trail waysides
- Interpretive media for trail cabins and shelters after evaluation of temp. media
- Klondike Highway waysides
- Family Adventure kit
- Revise Unigrid through HFC
- "Klondike Trail" publication through ANHA
- Reproduce wallpaper and create interpretive panel for Moore Cabin

Step Three (5-7 years)

- Rehab museum
- Improve PA system
- Produce Trail Center Displays
- Upgrade Mascot furnishings
- Interpret Goldberg and Ice House
- McDermott Cabin exhibits and placement as contact station
- Update Visitor Survey data
- Interpretive/Identifier signs along railroad right-of-way

PLANNING TEAM AND CONSULTANTS

Klondike Gold Rush National Historical Park

James Corless, Superintendent
Bruce Noble, former Superintendent
Sandy Snell-Dobert, Chief of Interpretation
Theresa Thibault, Chief, Resource Management
Reed McCluskey, Chief Ranger
Billy Strasser, Park Ranger, Interpretation
Karl Gurcke, Historian
Debbie Sanders, Curator
Tim Steidel, Park Ranger
Meg Hahr, Natural Resource Program Manager, Biologist
Shari Quinn, Park Ranger, Interpretation
David Eslinger, former Chief of Interpretation

Alaska Regional Office

Nancy Stimson, Interpretive Specialist

Park Partners and Consultants

Dan Verhalle, Klondike Trail National Historic Site, Parks Canada
Rose Margeson, Dawson Historical Complex National Historic Site, Parks Canada
Vivian Meyer, Teacher, Skagway City School
John McDermott, Dyea Advisory Board/Taiya Inlet Watershed Council
Glenda Choate, White Pass & Yukon Route Railroad
Lance Twitchell, Skagway Traditional Council
Buster Shepherd, Skagway Traditional Council
Betsy Duncan-Clark, Chief of Interpretation, Great Basin National Park
Barbara Kalen, Skagway business owner, lifelong resident, and gold rush family descendant

Harpers Ferry Center

Winnie Frost, Wayside Exhibit Specialist, Workflow Management Department
Mark Southern, Associate Manager, Audiovisual Department
Paul Lee, Interpretive Planner, Interpretive Planning Department

APPENDIX A: PROGRAMMATIC ACCESSIBILITY GUIDELINES FOR INTERPRETIVE MEDIA

Special Populations: Programmatic Accessibility Guidelines for Interpretive Media

National Park Service
Harpers Ferry Center

June 1999

Prepared by
Harpers Ferry Center
Accessibility Task Force

Contents:
Statement of Purpose
Audiovisual Programs
Exhibits
Historic Furnishings
Publications
Wayside Exhibits

Statement of Purpose

This document is a guide for promoting full access to interpretive media to ensure that people with physical and mental disabilities have access to the same information necessary for safe and meaningful visits to National Parks. Just as the needs and abilities of individuals cannot be reduced to simple statements, it is impossible to construct guidelines for interpretive media that can apply to every situation in the National Park System.

These guidelines define a high level of programmatic access which can be met in most situations. They articulate key areas of concern and note generally accepted solutions. Due to the diversity of park resources and the variety of interpretive situations, flexibility and versatility are important.

Each interpretive medium contributes to the total park program. All media have inherent strengths and weaknesses, and it is our intent to capitalize on their strengths and provide alternatives where they are deficient. It should also be understood that any interpretive medium is just one component of the overall park experience. In some instances, especially with regard to learning disabilities, personal services, that is one-on-one interaction, may be the most appropriate and versatile interpretive approach.

In the final analysis, interpretive design is subjective, and dependent on aesthetic considerations as well as the particular characteristics and resources available for a specific program. Success or failure should be evaluated by examining all interpretive offerings of a park. Due to the unique characteristics of each situation, parks should be evaluated on a case by case basis. Nonetheless, the goal is to fully comply with NOS policy:

"...to provide the highest level of accessibility possible and feasible for persons with visual, hearing, mobility, and mental impairments, consistent with the obligation to conserve park resources and preserve the quality of the park experience for everyone."

NPS Special Directive 83-3,
Accessibility for Disabled Persons

Audiovisual Programs

Audiovisual programs include video programs, and audio and interactive programs. As a matter of policy, all audiovisual programs produced by the Harpers Ferry Center will include some method of captioning. The approach used will vary according to the conditions of the installation area and the format used, and will be selected in consultation with the parks and regions.

The captioning method will be identified as early as possible in the planning process and will be presented in an integrated setting where possible. To the extent possible, visitors will be offered a choice in viewing captioned or uncaptioned versions, but in situations where a choice is not possible or feasible, a captioned version of all programs will be made available. Park management will decide on the most appropriate operational approach for the particular site.

Guidelines Affecting Visitors with Mobility Impairments

1. The theater, auditorium, or viewing area should be accessible and free of architectural barriers, or alternative accommodations will be provided. UFAS 4.1.
2. Wheelchair locations will be provided according to ratios outlined in UFAS 4.1.2(18a).
3. Viewing heights and angles will be favorable for those in designated wheelchair locations.
4. In designing video or interactive components, control mechanisms

will be places in accessible locations, usually between 9" and 48" from the ground and no more than 24" deep.

Guidelines Affecting Visitors with Visual Impairments

Simultaneous audio description will be considered for installations where the equipment can be properly installed and maintained.

Guidelines Affecting Visitors with Hearing Impairments

1. All audiovisual programs will be produced with appropriate captions.
2. Copies of scripts will be provided to the parks as a standard procedure.
3. Audio amplification and listening systems will be provided in accordance with UFAS 4.1.2(18b).

Guidelines Affecting Visitors with Learning Impairments

1. Unnecessarily complex and confusing concepts will be avoided.
2. Graphic elements will be chosen to communicate without reliance on the verbal component.
3. Narration will be concise and free of unnecessary jargon and technical information.

Exhibits

Numerous factors affect the design of exhibits, reflecting the unique circumstances of the specific space and the nature of the materials to be interpreted. It is clear that thoughtful, sensitive design can go a long way in producing exhibits that can be enjoyed by a broad range of people. Yet, due to the diversity of situations encountered, it is impossible to articulate guidelines that can be applied universally.

In some situations, the exhibit designer has little or no control over the space. Often exhibits are placed in areas ill suited for that purpose;

they may incorporate large or unyielding specimens, they may incorporate sensitive artifacts which require special environmental controls; and room décor or architectural features may dictate certain solutions. All in all, exhibit design is an art which defies simple description. However, one central concern is to communicate the message to the largest audience possible. Every reasonable effort will be made to eliminate any factors limiting communication through physical modification or by providing alternate means of communication.

Guidelines Affecting Visitors with Mobility Impairments

Note: The Americans with Disabilities Act Accessibility Guidelines (ADAAG) is the standard followed by the National Park Service and is therefore the basis for the accessibility standards for exhibits, where applicable.

1. Height/position of labels: Body copy on vertical exhibit walls should be placed between 36" and 60" from the floor.
2. Artifact Cases:
 - a. Maximum height of floor of artifact case display shall be no higher than 30" from the floor of the room. This includes vitrines that are recessed into an exhibit wall.
 - b. Artifact labels should be placed so as to be visible to a person within a 43" to 51" eye level. This includes mounting labels within the case at an angle to maximize its visibility to all viewers.
3. Touchable Exhibits: Touchable exhibits positioned horizontally should be placed no higher than 30" from the floor. Also, if the exhibit is approachable only on one side, it should be no deeper than 31".
4. Railings/barriers: Railings around any horizontal model or exhibit

- shall have a maximum height of 36" from the floor.
5. Information Desks: Information desks and sales counters shall include a section made to accommodate both a visitor in a wheelchair and an employee in a wheelchair working on the other side. A section of the desk/counter shall have the following dimensions:
 - a. Height from the floor to the top: 28" to 34". (ADAAG 4.32.4)
 - b. Minimum knee clearance space: 27" high, 30" wide, and 19" deep of clearance underneath the desk is the minimum space required under ADAAG 4.32.3, but a space 30" high, 36" wide, and 24" deep is recommended.
 - c. Width of top surface of section: at least 36". Additional space must be provided for any equipment such as a cash register.
 - d. Area underneath desk: Since both sides of the desk may have to accommodate a wheelchair, this area should be open all the way through to the other side. In addition, there should be no sharp or abrasive surfaces underneath the desk. The floor space behind the counter shall be free of obstructions.
 6. Circulation Space:
 - a. Passageways through exhibits shall be at least 36" wide.
 - b. If an exhibit passageway reaches a dead-end, and area 60" by 78" should be provided at the end for turning around.
 - c. Objects projecting from walls with their leading edges between 27" and 80" above the floor shall protrude no more than 4" in passageways or aisles. Objects projecting from wall with their leading edges at or below 27" above the floor can protrude any amount.
 - d. Freestanding objects mounted on posts or pylons may overhang a maximum of 12" from 27" to 80" above the floor. (ADAAG 4.4.1)
 - e. Protruding objects shall not reduce the clear width of an accessible route to less than the minimum required amount. (ADAAG 4.4.1)
 - f. Passageways or other circulation spaces shall have a minimum clear head room of 80". For example, signage hanging from the ceiling must allow at least 80" from the floor to the bottom of the sign. (ADAAG 4.4.2)
 7. Floors:
 - a. Floors and ramps shall be stable, level, firm, and slip-resistant.
 - b. Changes in levels between ¼" and ½" shall be beveled with a slope no greater than 1:2. Changes in level greater than ½" shall be accomplished by means of a ramp that complies with ADAAG 4.7 or 4.8. (ADAAG 4.5.2)
 - c. Carpet in exhibits shall comply with ADAAG 4.5.3 for pile height, texture, pad thickness, and trim.
 8. Seating for Interactive Stations/Work Areas: The minimum knee space underneath a work desk is 27" high, 30" wide, and 19" deep, with a clear floor space of at least 30" by 30" in front. The top of the desk or work surface shall be between 28" and 34" from the floor. (ADAAG 4.32, Fig. 45)

Guidelines Affecting Visitors with Visual Impairments

1. Tactile models and other touchable exhibit items should be used whenever possible. Examples of touchable exhibit elements include relief maps, scale models, raised images of simple graphics, reproduction objects, and replaceable objects (such as natu-

- ral history or geologic specimens, cultural items, etc.).
2. **Typography:** Readability of exhibit labels by visitors with various degrees of visual impairment shall be maximized by using the following guidelines:
 - a. **Type Size:** No type in the exhibit shall be smaller than 24 point.
 - b. **Typeface:** The most readable typefaces should be used whenever possible, particularly for body copy. They are: Times Roman, Palatine, Century, Helvetica, and Universe. (Note: since the development of these guidelines, typefaces NPS Rawlinson and Frutiger should be added.)
 - c. **Styles/Spacing:** Text set in both caps and lower case is easier to read than all caps. Choose letter spacing and word spacing for maximum readability. Avoid too much italic type.
 - d. **Line length:** Limit the line length for body copy to no more than 45 to 50 characters per line.
 - e. **Amount of Text:** Each unit of body copy should have a maximum of 45-60 words.
 - f. **Margins:** Flush left, ragged right margins are easiest to read.
 3. **Color:**
 - a. **Type/Background Contrast:** Percentage of contrast between the type and the background should be a minimum of 70%.
 - b. **Red/Green:** Do not use red on green or green on red as the type/background color.
 - c. Do not place body copy on top of graphic images that impair readability.
 4. **Samples:** During the design process, it is recommended that samples be made for review of all size, typeface, and color combinations for labels in an exhibit.
 5. **Exhibit Lighting:**
 - a. All labels shall receive sufficient, even light for good readability. Exhibit text in areas where light levels have been reduced for conservation purposes should have a minimum of 10 footcandles of illumination.
 - b. Harsh reflections and glare should be avoided.
 - c. The lighting system shall be flexible enough to allow adjustments on-site.
 - d. Transitions between the floor and walls, columns or other structures should be made clearly visible. Finishes for vertical surfaces should contrast clearly with the floor finish. Floor circulation routes should have a minimum of 10 footcandles of illumination.
 6. **Signage:** When permanent building signage is required as a part of an exhibit project, the ADAAG guidelines shall be consulted. Signs which designate permanent rooms and spaces shall comply with ADAAG 4.30.1, 4.30.4, 4.30.5, and 4.30.6. Other signs which provide direction to or information about functional spaces of the building shall comply with ADAAG 4.30.1, 4.30.2, 4.30.3, and 4.30.5. Note: When the International Symbol of Accessibility (wheelchair symbol) is used, the word "Handicapped" shall not be used beneath the symbol. Instead, use the word "Accessible".

Guidelines Affecting Visitors with Hearing Impairments

1. Information presented via audio formats will be duplicated in a visual medium, such as in the exhibit label copy or by captioning. All video programs incorporated into the exhibit, which contain audio, shall be open captioned.

2. Amplification systems and volume controls should be incorporated with audio equipment used individually by the visitor, such as audio handsets.
3. Information desks shall allow for Telecommunication Devices for the Deaf (TDD) equipment.

Guidelines Affecting Visitors with Learning Impairments

1. The exhibits will present the main interpretive themes on a variety of levels of complexity, so people with varying abilities and interests can understand them.
2. The exhibits should avoid unnecessarily complex and confusing topics, technical terms, and unfamiliar expressions. Pronunciation aids should be provided where appropriate.
3. Graphic elements shall be used to communicate non-verbally.
4. The exhibits shall be a multi-sensory experience. Techniques to maximize the number of senses used in the exhibits should be encouraged.
5. Exhibit design shall use color and other creative approaches to facilitate comprehension of maps by visitors with directional impairments.

Historic Furnishings

Historically refurbished rooms offer the public a unique interpretive experience by placing visitors within historic spaces. Surrounded by historic artifacts, visitors can feel the spaces "come alive" and relate more directly to the historic events or personalities commemorated by the park.

Accessibility is problematic in many NPS furnished sites because of the very nature of historic architecture. Buildings were erected with a functional point of view that many times is at odds with our modern views of accessibility.

The approach used to convey the experience of historically furnished spaces will vary from site to site. The goals, however, will remain the same, to give the public as rich an interpretive experience as possible given the nature of the structure.

Guidelines Affecting Visitors with Mobility Impairments

1. The exhibit space should be free of architectural barriers, or a method of alternate accommodation should be provided, such as slide programs, video tours, visual aids, dioramas, etc.
2. All pathways, aisles, and clearances shall (when possible) meet standards set forth in UFAS 4.3 to provide adequate clearance for wheelchair routes.
3. Ramps shall be as gradual as possible and not exceed a 1" rise in a 12" run, and conform to UFAS 4.8.
4. Railings and room barriers will be constructed in such a way as to provide unobstructed viewing by persons in wheelchairs.
5. In the planning and design process, furnishing inaccessible areas, such as upper floors of historic buildings, will be discouraged, unless essential for interpretation.
6. Lighting will be designed to reduce glare or reflections when viewed from a wheelchair.
7. Alternative methods of interpretation, such as audiovisual programs, audio description, photo albums, and personal services will be used in areas which present difficulty for visitors with physical impairments.

Guidelines Affecting Visitors with Visual Impairments

1. Exhibit typefaces will be selected for readability and legibility, and conform to good industry practice.
2. Audio description will be used to describe furnished rooms, where appropriate.

3. Windows will be treated with film to provide balanced light levels and minimize glare.
4. Where appropriate, visitor-controlled rheostat-type lighting will be provided to augment general room lighting.
5. Where appropriate and when proper clearance has been approved, surplus artifacts or reproductions will be utilized as "hands-on" tactile interpretive devices.

Guidelines Affecting Visitors with Hearing Impairments

1. Information about room interiors will be presented in a visual medium such as exhibit copy, text, pamphlets, etc.
2. Captions will be provided for all AV programs relating to historic furnishings.

Guidelines Affecting Visitors with Learning Impairments

1. Where appropriate, hands-on participatory elements geared to the level of visitor capabilities will be used.
2. Living history activities and demonstrations which utilize the physical space as a method of providing multi-sensory experiences will be encouraged.

Publications

A variety of publications are offered to visitors, ranging from park brochures which provide an overview and orientation to a park, to more comprehensive handbooks. Each park brochure should give a brief description of services available to visitors with disabilities, list significant barriers, and note the existence of TDD phone numbers, if available.

In addition, informal site bulletins are often produced to provide more specialized information about a specific site or topic. It is recommend-

ed that each park produce an easily updatable "Accessibility Site Bulletin" which could include detailed information about the specific programs, services, and opportunities available for visitors with disabilities and to describe barriers which are present in a park. A template for this site bulletin will be on the Harpers Ferry Center website for parks to create with ease, a consistent look throughout the park service. These bulletins should be in large type, 16 points minimum and follow the large-print criteria below.

Guidelines Affecting Visitors with Mobility Impairments

1. Park brochures, site bulletins, and sales literature will be distributed from accessible locations and heights.
2. Park brochures and Accessibility Site Bulletins should endeavor to carry information on the accessibility of buildings, trails, and programs by visitors with disabilities.

Guidelines Affecting Visitors with Visual Impairments

1. Publications for the general public:
 - a. Text
 - i. Size: the largest type size appropriate for the format. (preferred main body of text should be 10 point)
 - ii. Leading should be at least 20% greater than the font size used.
 - iii. Proportional letterspacing.
 - iv. Main body of text set in caps and lower case.
 - v. Margins are flush left and ragged right.
 - vi. Little or no hyphenation is used at ends of lines.
 - vii. Ink coverage is dense.
 - viii. Underlining does not connect with the letters being underlined.
 - ix. Contrast of typeface and illustrations to background is high (70% contrast is recommended).

- x. Photographs have a wide range of gray scale variation.
- xi. Line drawings or floor plans are clear and bold, with limited detail and minimum 8 point type.
- xii. No extreme extended or compressed typefaces are used for main text.
- xiii. Reversal type should be a minimum of 11 point medium or bold sans-serif type.
- b. Paper:
 - i. Surface preferred is a matte finish. Dull-coated stock is acceptable.
 - ii. Has sufficient weight to avoid "show-through" on pages printed on both sides.
- 2. Large-print version publications:
 - a. Text
 - i. Size: minimum 16 point type.
 - ii. Leading is 16 on 20 point.
 - iii. Proportional letterspacing.
 - iv. Main body if text set in caps and lower case.
 - v. Margins are flush left and ragged right.
 - vi. Little or no hyphenation is used at ends of lines.
 - vii. Ink coverage is dense.
 - viii. Underlining does not connect with letters being underlined.
 - ix. Contrast of typeface and illustrations to background is high (70% contrast is recommended).
 - x. Photographs have a wide range of gray scale variation.
 - xi. Line drawings or floor plans are clear and bold, with limited detail and minimum 14 point type.
 - xii. No extreme extended or compressed typefaces are used for main text.
 - xiii. Sans-serif or simple-serif typefaces.
 - xiv. No oblique or italic typefaces.
 - xv. Maximum of 50 characters (average) per line.
 - xvi. No type is printed over other designs.
 - xvii. Document has a flexible binding, preferably one that allows the publication to lie flat.
 - xviii. Gutter margins are a minimum of 22mm; outside margin smaller, but not less than 13mm.
 - b. Paper:
 - i. Surface is off-white or natural with matte finish.
 - ii. Has sufficient weight to avoid "show-through" on pages printed on both sides.
- 3. Maps
 - a. The less cluttered the map, the more visitors can use it.
 - b. The ultimate is a map that has large print and is tactile.
 - c. Raised line/tactile maps can be developed using digital files and a thermoform machine. Lines are distinguished by lineweight, color, and height. Areas are distinguished by color, height, and texture.
 - d. Digital maps are located on an accessible website.
 - e. Same paper guidelines as above.
 - f. Contrast of typeface background is high (70% contrast is recommended).
 - g. Proportional letterspacing.
 - h. Labels set in caps and lower case.
 - i. Map notes are flush left and ragged right.
 - j. Little or no hyphenation is used at ends of lines.
 - k. No extreme extended or compressed typefaces are used for main text.
 - l. Sans-serif or simple-serif typeface.
- 4. The text contained in the park brochure should also be available on audiocassette, CD and accessible website. Handbooks, accessibility guides, and other publications should be similarly recorded where possible.

5. The official park brochure is available in a word processing format. This could be translated into Braille as needed.

Guidelines Affecting Visitors with Hearing Impairments

Park site bulletins will note the availability of such special services as sign language interpretation and captioned programs.

Guidelines Affecting Visitors with Learning Impairments

1. The park site bulletin should list any special services available to these visitors.
2. Publications:
 - a. Use language that appropriately describes persons with disabilities.
 - b. Topics will be specific and of general interest. Unnecessary complexity will be avoided.
 - c. Whenever possible, easy to understand graphics will be used to convey ideas, rather than text alone.
 - d. Unfamiliar expressions, technical terms, and jargon will be avoided. Pronunciation aids and definitions will be provided where needed.
 - e. Text will be concise and free of long paragraphs and wordy language.

Wayside Exhibits

Wayside exhibits, which include outdoor interpretive exhibits and signs, orientation shelter exhibits, and bulletin boards, offer special advantages to visitors with disabilities. The liberal use of photographs, artwork, diagrams, and maps, combined with highly readable type, make wayside exhibits an excellent medium for visitors with hearing and learning impairments. For visitors with sight impairments, waysides offer large type and high legibility.

Although a limited number of NPS wayside exhibits will always be inaccessible to visitors with mobility impairments, the great majority are placed at accessible pullouts, viewpoints, parking areas, and trailheads.

The NPS accessibility guidelines for wayside exhibits help insure a standard of quality that will be appreciated by all visitors. Nearly everyone benefits from high quality graphics, readable type, comfortable base designs, accessible locations, hard-surfaced exhibit pads, and well-landscaped exhibit sites.

While waysides are valuable on-site "interpreters," it should be remembered that the park resources themselves are the primary things visitors come to experience. Good waysides focus attention on the features they interpret, and not on themselves. A wayside exhibit is only one of many interpretive tools which visitors can use to enhance their appreciation of a park.

Guidelines Affecting Visitors with Mobility Impairments

1. Wayside exhibits will be installed at accessible locations whenever possible.
2. Wayside exhibits will be installed at heights and angles favorable for viewing by most visitors, including those in wheelchairs. For standard NPS low-profile units, the recommended height is 30" from the bottom of the exhibit panel to the finished grade; for vertical exhibits the height of 6-28".
3. Trailhead exhibits will include information on trail conditions which affect accessibility.
4. Wayside exhibit sites will have level, hard surfaced exhibit pads.
5. Exhibit sites will offer clear, unrestricted views of park features described in the exhibits.

Guidelines Affecting Visitors with Visual Impairments

1. Exhibit type will be as legible and readable as possible.
2. Panel colors will be selected to reduce eyestrain and glare, and to provide excellent readability under field conditions. White should not be used as a background color.
3. Selected wayside exhibits may incorporate audio stations or tactile elements such as models, texture blocks, and relief maps.
4. For all major features interpreted by wayside exhibits, the park should offer non-visual interpretation covering the same subject matter. Examples include audio tours, radio messages, and ranger talks.
5. Appropriate tactile cues should be provided to help visually impaired visitors locate exhibits.

Guidelines Affecting Visitors with Hearing Impairments

1. Wayside exhibits will communicate visually, and will rely on graphics to interpret park resources.
2. Essential information included in audio station messages will be duplicated in written form, either as part of the exhibit text or with printed material.

Guidelines Affecting Visitors with Learning Impairments

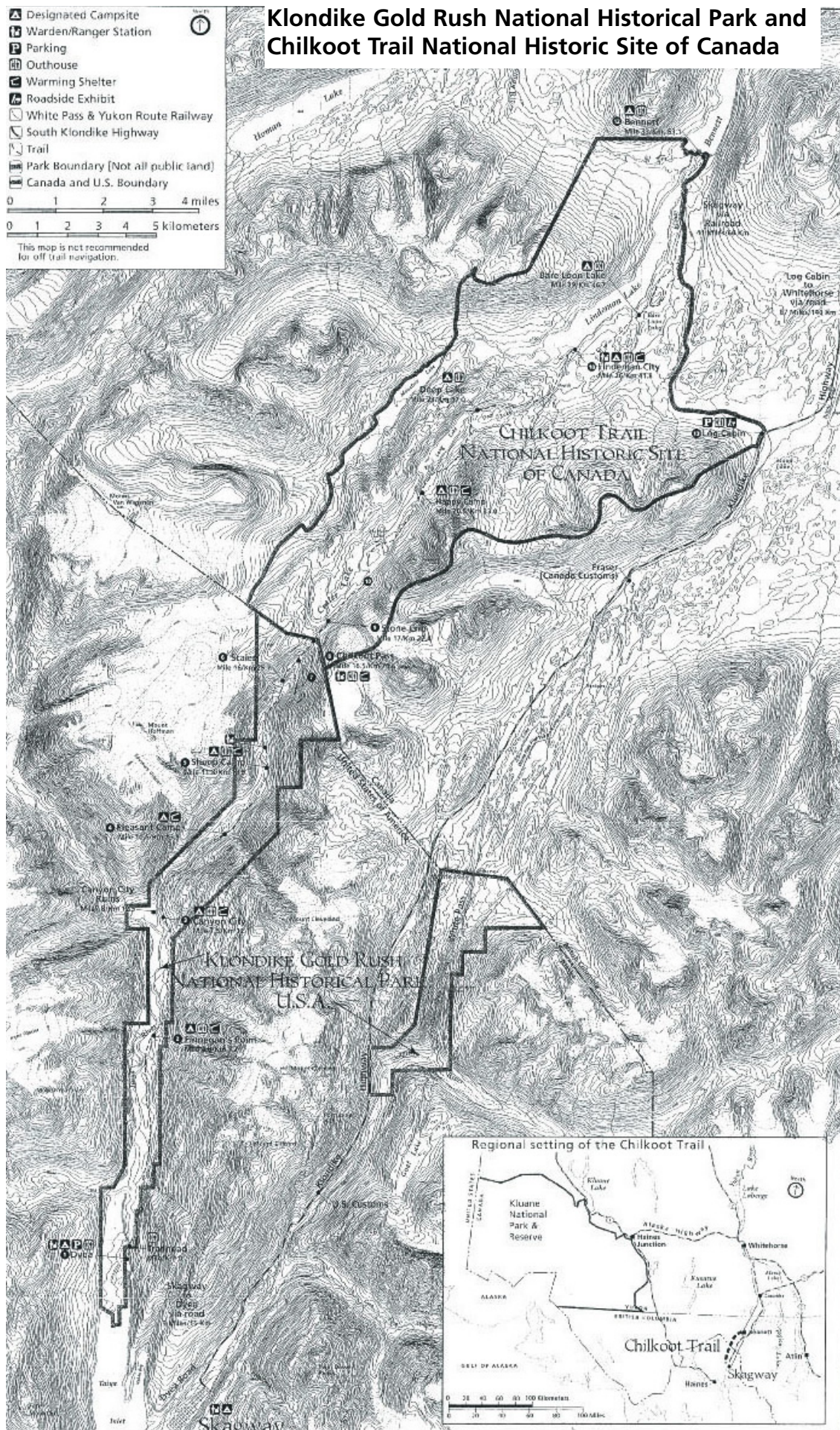
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4. Text will be concise and free of long paragraphs and wordy language.

Contents:
Routes to the Klondike
U.S. Canada park map
Skagway Town map
Dyea map
Chilkoot & White Pass Trails map

Routes to the Klondike



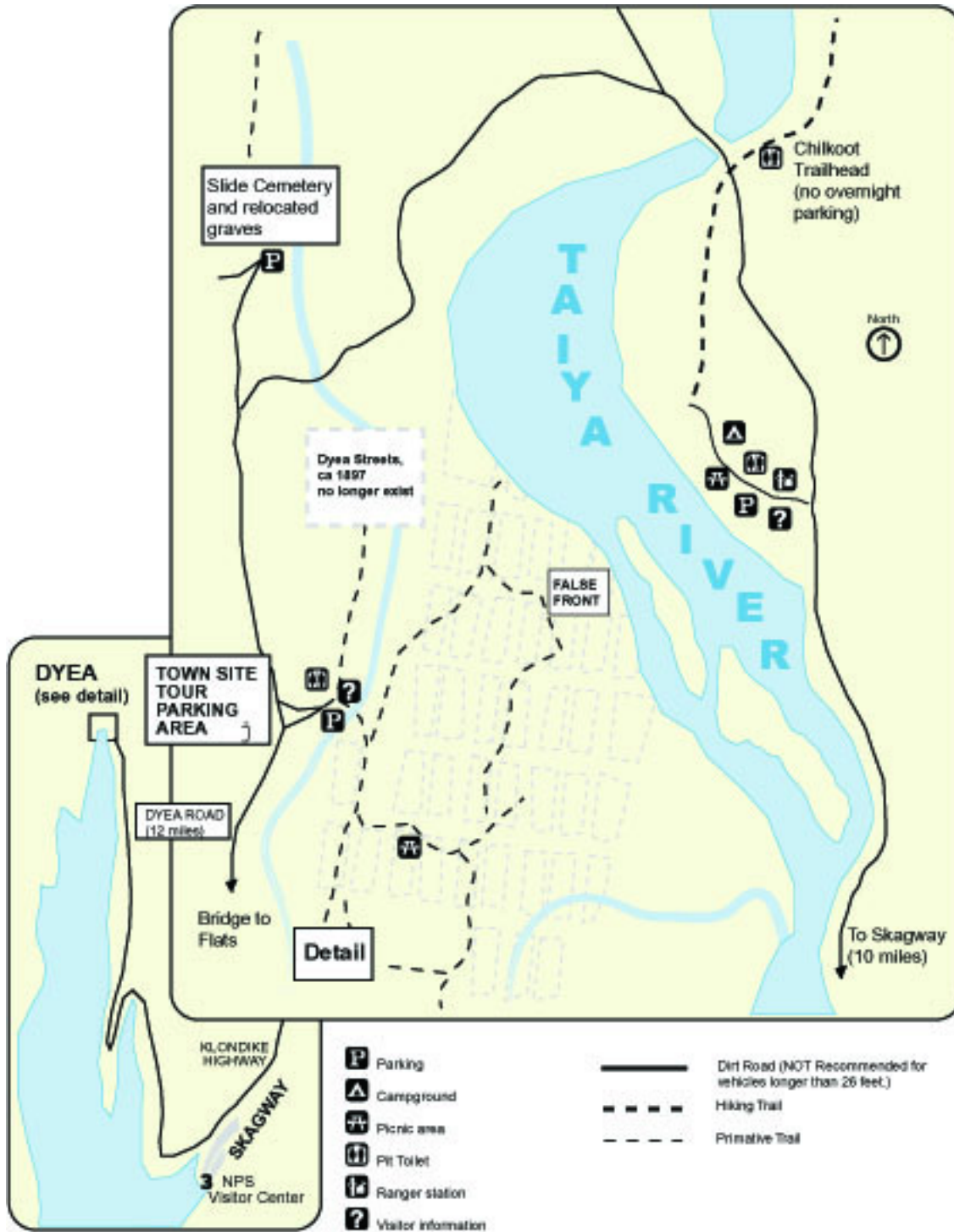
Klondike Gold Rush National Historical Park and Chilkoot Trail National Historic Site of Canada



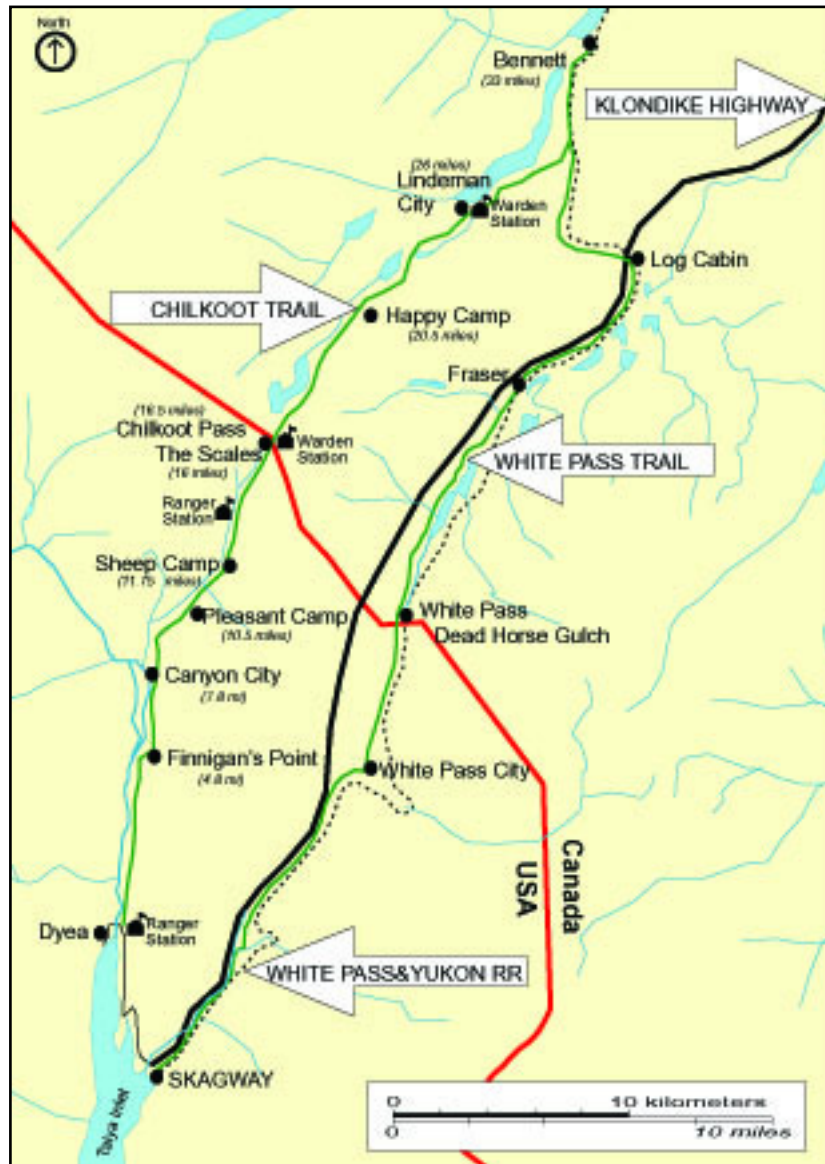
Skagway Town



Dyea



Chilkoot and White Pass Trails





As the nation's principal conservation agency, the Department of the Interior has the responsibility for most of our nationally owned public lands and natural resources. This includes fostering sound use of our land and water resources; protecting our fish, wildlife, and biological diversity; preserving the environmental and cultural values of our national parks and historical places; and providing for the enjoyment of life through outdoor recreation. The department assesses our energy and mineral resources and works to ensure that their development is in the best interests of all our people by encouraging stewardship and citizen participation in their care. The department also has a major responsibility for American Indian reservation communities and for people who live in island territories under U.S. administration.